TRANSCRIPT OF RECORD

Supreme Court of the United States

OCTOBER TERM, 1934

No. 60

THE INDIANA FARMER'S GUIDE PUBLISHING COMPANY, PETITIONER,

vs.

THE PRAIRIE FARMER PUBLISHING COMPANY, WALLACE PUBLISHING COMPANY, THE WISCONSIN FARMER COMPANY.

ON WRIT OF CERTIORARI TO THE UNITED STATES CIRCUIT COURT OF APPEALS FOR THE SEVENTH CIRCUIT.

PETITION FOR CERTIORARI FILED MAY 26, 1934.

CERTIORARI GRANTED OCTOBER 8, 1934.

SUPREME COURT OF THE UNITED STATES

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INDEX.

	Page
Record from D. C. U. S., Southern District of Indiana	1
Placita	1
Complaint	2
Order sustaining motion of plaintiff to withdraw and dismiss second count of complaint, etc.	9
Answer in general denial by The Prairie Farmer Publishing Co.	9
Answer in general denial by Wallace Publishing Co.	10
Answer in general denial by The Wisconsin Farmer Co.	10
Answer in general denial by The McKelvie Publishing Co.	11
Answer in general denial by Webb Publishing Co.	11
Answer in general denial by Midwest Farm Paper Unit, Inc.	12
Supplemental complaint	12
Minute entries of trial	13
Motion of defendants for directed verdict at close of all evidence	14
Judgment	14
Bill of exceptions	15
Caption	15

JUDD & DETWEILER (INC.), PRINTERS, WASHINGTON, D. C., OCTOBER 27, 1934.

—5581-C.

Page

Plaintiff's exhibits:
Nos. 1-2—Stipulations relative to certain facts, etc. 15
No. 3—(Description of) Certified copy of qualification of The Prairie Farmer Pub. Co. to do business in Indiana 16
No. 3½—(Description of) Certified copy of articles of incorporation and amendments thereto of Geo. W. Herbert, Inc., later Standard Farm Papers, Inc..... 17
No. 4—(Description of) Articles of incorporation of the Midwest Farm Paper Unit, Inc..... 20
No. 20—Midwest unit rates for 1928..... 21
No. 4½—Midwest unit rates for 1929..... 22
No. 5—Midwest unit rates for 1930..... 22
No. 6—Midwest unit rates for 1931..... 23
No. 6½—Midwest unit rates for 1932..... 24
Nos. 7-8-9-10-11—Compilations of advertisements carried in the publications 1928 to 1932..... 26
No. 12—Individual and combined rates, Midwest Farm papers 52
No. 13—Page from booklet, "The Prairie Farmer"..... 54
Testimony of William G. Campbell 55
Testimony of Harry Boggs..... 58
Exhibits:
No. 14—Summary of lineage of accounts in Midwest unit group which lineage was carried in the Indiana Farmers Guide in either 1928, 1929, 1930, 1931 or 1932 but was omitted from the Indiana Farmers Guide in 1929 to 1932..... 60
No. 15—Itemized names and lineage referred to in Exhibit 14 61
No. 16—Summary of total lineage of all accounts which appeared in Midwest unit group in years 1928 to 1932 but which did not appear in Indiana Farmers Guide in either 1929 to 1932..... 63
No. 17—Itemized names and lineage referred to in Exhibit 16 64
No. 18—Summary of total lineage of all accounts which appeared in the Midwest unit group but which did not appear in the Indiana Farmers Guide for 1929 to 1932 68
No. 19—Itemized names and lineage referred to in Exhibit 18 70
Testimony of Frank Martin 75
Testimony of C. V. Gregory 76
Exhibit No. 22—Letter, Rhoads to Miller, May 31, 1932 77
Testimony of Frank Martin (recalled)..... 78
Plaintiff's exhibit No. 25—Publisher's statement..... 81
Testimony of J. E. Gill 81

Exhibits: Page

No. 29—Standard Rate & Data Service, Nov. 1931; tabulation of certain agricultural papers classified by states 83

Nos. 30-31—Standard Rate & Data Service, Nov. 1931; tabulation showing distribution of circulation of the publications listed by states..... 85

No. 32—Standard Rate & Data Service, Feb. 1929; tabulation of certain agricultural papers classified by states 93

Nos. 33-34—Standard Rate & Data Service, Feb. 1929; tabulation showing distribution of circulation of the publications by states as of June 30, 1928 95

No. 35—Standard Rate & Data Service, March, 1930; tabulation of certain agricultural papers classified by states 103

Nos. 36-37—Standard Rate & Data Service, March, 1930; tabulation showing distribution of circulation of the publications by states as of June 30, 1929 105

No. 38—Standard Rate & Data Service, Feb. 1931; tabulation of certain agicultural papers classified by states 113

Nos. 39-40—Standard Rate & Data Service, Feb. 1931; tabulation showing distribution of circulation of the publications by states as of June 30, 1930 115

No. 41—Advertising Record Co. tabulation showing total advertising in National, State and Sectional farm papers, from 1928 to 1932 inclusive..... 123

Testimony of C. V. Gregory (recalled)..... 129

Testimony of Harry Boggs (recalled) 138

Defendants' motion for directed verdict..... 138

Judge's certificate 139

Petition for appeal 140

Assignment of errors 141

Order allowing appeal 143

Appeal bond 144

Præcipe for transcript 145

Certificate of clerk 146

Citation 146

Proceedings in U. S. C. C. A., Seventh Circuit..... 149

Clerk's certificate 149

Placita 151

Appearance of counsel for appellant..... 151

Appearance of counsel for appellee 152

Order, setting cause for hearing 153

Hearing, February 16, 1934 153

Opinion, Evans, J. 154

Judgment 159

Clerk's certificate 161

Order allowing certiorari 162

1 Pleas of the District Court of the United States for the Placita.
Southern District of Indiana, at the United States Court House in the City of Indianapolis, in said District, before the Honorable Robert C. Baltzell, Judge of said District Court.

The Indiana Farmer's Guide Publishing Company
vs.
The Prairie Farmer Publishing Co., *et al.*
} No. 9479 at Law.

Be It Remembered that heretofore to wit: at the May Term of said Court, on the 1st day of July, 1932, before the Honorable Robert C. Baltzell, Judge of said Court, the following proceedings in the above cause were had, to wit:

Comes now the plaintiff, by its attorneys, and files complainant in the above entitled cause, which complaint is as follows:

2 IN THE DISTRICT COURT OF THE UNITED STATES

For the District of Southern Indiana,

Indianapolis Division.

The Indiana Farmer's Guide Publishing Company, *Complainant,* *vs.* The Prairie Farmer Publishing Company, Wallace Publishing Company, The Wisconsin Farmer Company, The McKelvie Publishing Company, Webb Publishing Company, Midwest Farm Paper Unit, Inc., *Defendants.*	At Law No. 9479.

COMPLAINT.

Count I.

The complainant, The Indiana Farmer's Guide Publishing Company, complains of the several defendants named in the title, and for its cause of complaint it respectfully informs the Honorable Court as follows:

(1) The complainant is a corporation duly organized under the laws of the State of Indiana, with its principal office in the City of Huntington in said State, and as such cor-
3 poration it is a citizen of said State of Indiana.

The defendant, The Prairie Farmer Publishing Company, is a corporation organized under the laws of the State of Illinois, and as such corporation it is a citizen of said State of Illinois.

The defendant, Wallace Publishing Company, is a corporation organized under the laws of the State of Iowa, and as such corporation it is a citizen of said State of Iowa.

The defendant, The Wisconsin Farmer Company, is a corporation organized under the laws of the State of Wisconsin and as such corporation is a citizen of said State of Wisconsin.

The defendant, The McKelvie Publishing Company, is a corporation organized under the laws of the State of Neb-

braska, and as such corporation it is a citizen of said State Nebraska.

The defendant, Webb Publishing Company, is a corporation organized under the laws of the State of Minnesota, and as such corporation is a citizen of said State of Minnesota.

The defendant, Midwest Farm Paper Unit, Inc., is a corporation organized under the laws of the State of Illinois, and as such corporation is a citizen of said State of Illinois.

The complainant further says that there exists a diversity of citizenship between the plaintiff and the several defendants within the meaning of the Federal laws conferring jurisdiction upon this court, and the amount in controversy, exclusive of interest and costs as hereinafter will be more fully made to appear, exceeds Three Thousand ($3,000.00)
4 Dollars; that there is also involved a federal question to be presented under certain of the counts of the complaint, as will hereinafter be more fully stated.

(2) The plaintiff is engaged in the business of publishing and circulating a farm journal known as The Indiana Farmer's Guide, peculiarly adapted to the needs and interests of farmers; that its papers are prepared and printed in the City of Huntington in said State, from which point they are sent out to the various customers and subscribers within and without said state; that while most of the plaintiff's customers are residents of said State of Indiana, many reside in other states, and particularly the several adjoining states, viz., Illinois, Michigan, Ohio and Kentucky.

(3) The several defendants named in the title, other than the Midwest Farm Unit, Inc., are engaged in the business of publishing and circulating publications of special interest to farmers, with their principal circulations within their respective states and localities, but also having customers outside of their home states. The defendant Midwest Farm Paper Unit, Inc., is a corporate agency created by the several other defendants for the purpose of aiding them in carrying out an unlawful combination and conspiracy, as will hereinafter be more fully stated.

The defendant, The Prairie Farmer Publishing Company, has formally qualified to do business in Indiana, and maintains its principal office in this district with authority to accept service of process in such actions, and all of the defendants transact business therein.

(4) An important part of the plaintiff's business consists of obtaining advertisements from various persons, firms, and

corporations residing within and without the State of
5 Indiana having articles or merchandise for sale, and in publishing said advertisements in the papers published and circulated among the plaintiff's subscriber's and customers, both within and without said state. The main part of the revenues which the plaintiff receives for preparing and publishing its paper and delivering the various issues thereof to its subscribers and customers is derived from the advertising customers, and it is through the funds thus derived that the plaintiff is enabled to carry on its busin.. and deliver its publications at a price of subscription which those engaged in the farming and agricultural interests are able and willing to pay.

(5) The greater portion of the advertisements carried in the plaintiff's publication is received from customers who reside outside of the State of Indiana. In the handling of the display advertising, which forms the main portion of the gross advertising business, in most cases the cuts or electrotypes are sent to the plaintiff by the advertisers or their advertising agencies, which cuts or electrotypes are usually prepared by persons engaged in that special business at the points where the advertising matters originate. The obtaining of the advertisements, the cuts or forms used for their publication, and the carrying of both the news items and the advertisements and delivering them to the plaintiff's subscribers and customers within and without the State of Indiana, are all elements of interstate commerce and the plaintiff is engaged in the business of carrying on interstate commerce.

(6) The five corporate defendants which united in forming the Midwest Farm Paper Unit, Inc., agency, as here-
6 inbefore stated, respectively publish and circulate form papers, as follows:

The Prairie Farmer Publishing Company put out a publication known as The Prairie Farmer, which circulates mainly in the State of Illinois, and it also issues from the same plant in said state an edition substantially of the same makeup, which is designated as The Prairie Farmer, Indiana Edition, which circulates mainly in the State of Indiana.

Wallace Publishing Company puts out a journal known as Wallace's Farmer and Iowa Homestead, which circulates mainly in the State of Iowa.

The Wisconsin Farmer Company puts out a journal known as Wisconsin Agriculturist and Farmer, which circulates mainly in the State of Disconsin.

The McKelvie Publishing Company puts out a publication known as The Nebraska Farmer, which circulates mainly in the State of Nebraska.

Webb Publishing Company puts out a journal known as The Farmer and Farm, Stock and Home, which circulates mainly in the State of Minnesota, and it also puts out an edition from the same plant, substantially of the same make-up, known as The Farmer and Farm, Stock and Home, Dakota Edition, which circulates mainly in the States of North and South Dakota.

(7) Sometime prior to March, 1930, the exact date of which complainant is unable to state, the defendants which joined in forming said Midwest Farm Paper Unit, Inc., entered
7 into a contract, combination and conspiracy for the purpose of obtaining a monopoly of the farm paper business, including the publication, circulation, and distribution of printed matters and of advertisements of peculiar interest to farmers within the territory covered by the aforesaid publications; that in furtherance of this combination and conspiracy, they conceived a plan and design calculated to break down and destroy competition with other farm publications within said territory; that in order to effectuate that purpose they agreed upon a combination schedule of advertising rates for their combined publications, including the Indiana Edition of The Prairie Farmer and the Dakota Edition of The Farmer and Farm, Stock and Home, materially below the combined rates for the separate publications; that it was a part of said contract, combination and conspiracy that no other publisher of any farm journal circulating within said territory should be allowed to join with them in carrying any of the advertising business on equally favorable terms as fixed in the combination schedules, nor should any advertiser be allowed relatively reduced rates for the combination publications exclusive of the Indiana Edition of The Prairie Farmer or the Dakota Edition of The Farmer and Farm, Stock and Home.

(8) For instance, and as illustrative of the manner in which the unlawful contract, combination, and conspiracy was put into force and is being carried out, the several defendants are offering a full page advertisement in each of the seven publi-
cations hereinbefore named, (counting the so-called The
8 Prairie Farmer, Indiana Edition and The Farmer and Farm, Stock and Home, Dakota Edition as separate publications,) for the sum of $4870.00, but in event the advertiser

takes a full page in only six of said publications, omitting the Indiana edition of The Prairie Farmer, he is required to pay $5170.00, or $300.00 more for the six editions, omitting the said Indiana Edition of The Prairie Farmer, than for the seven publications, including it as one of them; and said defendants have been and are receiving many advertisements in response to the discriminating combination schedules so offered for their combined publications, which has been so agreed upon, and for the purpose of forcing the plaintiff and other publishers of competing farm journals in said territory out of business as competitors of the defendants in the territory wherein their publications mainly circulate, as hereinbefore stated.

(9) The Indiana Farmer's Guide has a larger circulation in the State of Indiana than the so-called Indiana Edition of The Prairie Farmer, but through the pooling of their interests and joining in unfair rate schedules for advertising, The Prairie Farmer Publishing Company is enabled to obtain a larger measure of the advertising business for its Indiana Edition than its relative circulation as compared with the circulation of The Indiana Farmer's Guide would enable it to obtain, except for the unlawful combination rates; that the purpose and effect of the combination agreement and schedule is to destroy the competition presented by the plaintiff's publication in the State of Indiana, and to break down and destroy the plaintiff's business, and to give it a mo-
9 nopolistic control of such business in the State of Indiana, and the adjoining states.

(10) The plaintiff further says that in order to effectuate the unlawful contract, combination and conspiracy so entered into and agreed upon as hereinbefore alleged, the said several publishing corporations banded themselves together in a voluntary corporate agency, styled Midwest Farm Paper Unit, Inc., with headquarters in Chicago, which agency is under the dominant control and direction of the defendant The Prairie Farmer Publishing Company in so far as its activities relate to the Indiana field and business; that said combination and activities are calculated to, and in fact do, operate in restraint of trade and commerce among the several states, in violation of the provisions of Sections 1 and 2 of an Act of Congress of July 2, 1890, commonly known as the Sherman Anti-Trust Act; that the plaintiff has been damaged by said unlawful conduct and activities of the defendants in the sum of $200,000.00.

Wherefore, the plaintiff prays judgment for $600,000.00 as three-fold damages by it sustained, and the costs of this suit, including a reasonable attorney's fee in such amount as the court may find just, estimated at $25,000.00, all as provided in Section 7 of said Act, and all further relief proper in the premises.

10 Count III.

For further and third count of complaint, the plaintiff informs the Honorable Court as follows:

(1-6) To avoid unnecessary repetition, the plaintiff refers to and incorporates herein clauses 1 to 6, both inclusive, of the first count of the complaint.

(7) The plaintiff further says that sometime prior to March, 1930, the exact date of which the plaintiff is unable to state, the several defendants other than the Midwest Farm Paper Unit, Inc., entered into a combination and conspiracy for the purpose of monopolizing the business of publishing and circulating newspapers or journals of special interest to farmers within the territory wherein their publications are mainly circulated, viz., the states of Indiana, Illinois, Wisconsin, Iowa, Nebraska, Minnesota, North Dakota and South Dakota: that it was a part of said combination and conspiracy that the said several defendants were to obtain the proposed monopolistic control of such business through a combination schedule of advertising rates in their publications which would so stifle the competition of other publications within said territory as to force them out of business, thereby giving the said defendants such complete control as to enable them to exact arbitrary prices for their publications and the advertisements therein to be carried.

In furtherance of this unlawful purpose, said several defendants wrongfully agreed upon and adopted a combina-
11 tion schedule of rates for advertising space in their publications, under which, advertisements carried in all of said publications, including the Indiana Edition of The Prairie Farmer and the Dakota Edition of The Farmer and Farm, Stock and Home, costs substantially less than to carry the same advertisements in any six of said publications; that it was a further part of said combination and conspiracy that not any one or more of the several defendants joining therein should enter into any agreement or understanding with any other publisher or publishers of farm papers in said territory for joint advertising rates; nor were they to enter into any

such agreements or understanding amongst themselves to which all of them would not be parties; that it was a further part of said combination and conspiracy that the said several defendants were not to permit any other publisher in said territory to join with them in giving combination rates so as to enable any such publisher to share the advantages thereof on equal terms and thereby compete with them for such business on fair and equal terms.

The plaintiff further says that to effectuate said unlawful combination and conspiracy the said several defendants banded themselves together under the cloak of corporate agencies, first known as Standard Farm Papers Unit, Inc., and later changed to Mid-West Farm Paper Unit, Inc., being the defendant last mentioned in the title of this action, through which agencies all of the aforesaid unlawful agreements, combinations and conspiracies have been and still are being carried out, as a result of which the several defend-
12 ants have greatly broken down the competition offered in the farm journal business in said territory.

The plaintiff further says that said combination and conspiracy so entered into and carried on by and between the several defendants s in violation of Section 2 of the Act of Congress of July 2d, 1890, and that the plaintiff has been damaged thereby in the amount of $200,000.00.

Wherefore, the plaintiff prays judgment against the defendants for $600,000.00 and attorney's fees estimated in the amount of $25,000.00, and all other relief found proper in the premises.

LESH, LOWTHER & LESH,
911 Continental Bank Bldg.
Indianapolis, Ind.
LESH & LESH,
Lesh Building,
Huntington, Ind.
Attorneys for the Plaintiff.

13 Entry for July 1, 1932, Continued.

And thereupon there issued out of the office of the Clerk of this Court summones as follows:

To the United States Marshal Southern District of Indiana for defendant, The Prairie Farmer Publishing Company.

To the United States Marshal Southern District of Iowa for defendant, Wallace Publishing Company.

To the United States Marshal, District of Nebraska for defendant, The McKelvie Publishing Company.

To the United States Marshal, Eastern District of Wisconsin for defendant, The Wisconsin Farmer Company.

To the United States Marshal, District of Minnesota, for defendant, Webb Publishing Company.

To the United States Marshal, Eastern District of Illinois, for defendant, Midwest Farm Paper Unit, Inc.

14 And afterwards to wit: at the May Term of said Court, on the 4th day of November, 1932, before the Honorable Robert C. Baltzell, Judge of said Court, the following further proceedings were had herein to wit: Entered Nov. 1932.

Come now the parties in the above entitled cause by their attorney, and the plaintiff now moves the court for leave to withdraw and dismiss said second count in the complaint without prejudice, which motion is sustained, and said second count is hereby withdrawn and dismissed without prejudice.

The defendants are now ordered to answer as to the first and third counts in the complaint within 20 days.

15 And afterwards, to wit: at the November Term of said Court, on the 19th day of November, 1932, before the Honorable Robert C. Baltzell, Judge of said Court, the following further proceedings were had herein to wit: Filed Nov. 1 1932.

Comes now the defendant Prairie Farmer Publishing Company, by its attorneys, and files answer in general denial to first and third counts of plaintiff's complaint, which answer is as follows:

16 * * (Caption) * *

ANSWER IN GENERAL DENIAL.

The defendant, The Prairie Farmer Publishing Company, for its answer to the first and third counts of plaintiff's complaint, denies each and every allegation contained in each of said first and third counts of plaintiff's complaint.

THOMAS E. MURPHY,
CLARENCE F. MERRELL,
SLAYMAKER, MERRELL & LOCKE,
Attorneys for Defendant, The Prairie Farmer Publishing Company.

Entry for November 19, 1932, Continued.

17 Comes also the defendant, Wallace Publishing Company, by its attorneys, and files answer in general denial to first and third counts of plaintiff's complaint, which answer is as follows:

18 * * (Caption) * *

ANSWER IN GENERAL DENIAL.

The defendant, Wallace Publishing Company, for its answer to the first and third counts of plaintiff's complaint, denies each and every allegation contained in each of said first and third counts of plaintiff's complaint.

J. L. PARRISH,
CLARENCE F. MERRELL,
SLAYMAKER, MERRELL & LOCKE,
Attorneys for Defendant, Wallace Publishing Company.

Entry for November 19, 1932, Continued.

19 Comes also the defendant, Wisconsin Farmer Company, by its attorneys, and files answer in general denial to first and third counts of plaintiff's complaint, which answer is as follows:

20 * * (Caption) * *

ANSWER IN GENERAL DENIAL.

The defendant, The Wisconsin Farmer Company, for its answer to the first and third counts of plaintiff's complaint, denies each and every allegation contained in each of said first and third counts of plaintiff's complaint.

J. L. PARRISH,
CLARENCE F. MERRELL,
SLAYMAKER, MERRELL & LOCKE,
Attorneys for Defendant, The Wisconsin Farmer Company.

Entry for November 19, 1932, Continued.

21 Comes now the defendant, McKelvie Publishing Company, by its attorneys and files answer in general denial to first and third counts of plaintiff's complaint, which answer is as follows:

22 * * (Caption) * *

ANSWER IN GENERAL DENIAL.

The defendant, The McKelvie Publishing Company, for its answer to the first and third counts of plaintiff's complaint, denies each and every allegation contained in each of said first and third counts of plaintiff's complaint.

MAXWELL V. BEGHTOL
CLARENCE F. MERRELL
SLAYMAKER, MERRELL & LOCKE
Attorneys for Defendant, the McKelvie Publishing Company.

23 Entry for November 19, 1932 Continued.

Comes also the defendant, Webb Publishing Company, by its attorneys, and files answer in general denial to first and third counts of plaintiff's complaint, which answer is as follows:

24 * * (Caption) * *

ANSWER IN GENERAL DENIAL.

The defendant, Webb Publishing Company, for its answer to the first and third counts of plaintiff's complaint, denies each and every allegation contained in each of said first and third counts of plaintiff's complaint.

J. L. PARRISH
CLARENCE F. MERRELL
SLAYMAKER, MERRELL & LOCKE
Attorneys for Defendant, Webb Publishing Company.

25 Entry for November 19, 1932 Continued.

And comes also the defendant, Midwest Farm Paper Unit Incorporated, by its attorneys, and files answer in general denial to first and third counts of plaintiff's complaint, which answer is as follows:

26 * * (Caption) * *

ANSWER IN GENERAL DENIAL.

The defendant, Midwest Farm Paper Unit, Inc., for its answer to the first and third counts of plaintiff's complaint, denies each and every allegation contained in each of said first and third counts of plaintiff's complaint.

J. L. PARRISH
CLARENCE F. MERRELL
SLAYMAKER MERRELL & LOCKE
Attorneys for Defendant, Midwest Farm Paper Unit, Inc.

27 And afterwards to wit: at the May Term of said Court, on the 13th day of May, 1933, before the Honorable Robert C. Baltzell, Judge of said Court, the following further proceedings were had herein, to wit:

Comes now the plaintiff by its attorneys, and files motion for leave to file supplemental complaint, which motion is as follows: (H. I.)

And the Court being duly advised grants said motion, and the plaintiff now files supplemental complaint, which is as follows;

28 * * (Caption) * *

SUPPLEMENTAL COMPLAINT.

The complainant, The Indiana Farmer's Guide Publishing Company, for its supplemental complaint says that since the filing of the original complaint on the first day of July, 1932, the defendants have continued the activities as stated and described in the first and third counts of said complaint, in consequence of which the plaintiff has sustained additional

damages in the amount of $25,000.00, for which the plaintiff asks a recovery in addition to the damages accruing prior to the filing of the original complaint.

U. S. LESH for
LESH & LESH (Indpls)
LESH & LESH (Huntington)
Attorneys for Complainant.

29 And afterwards, to wit: at the May term of said Court, on the 31st day of May, 1933, before the Honorable Robert C. Baltzell, Judge of said Court, the following further proceedings were had herein, to wit: Entered May 31, 1933.

Come now the parties by their respective attorneys, and this cause now coming on to be tried, here comes a jury, to wit: Charles Moneyhon, John W. O'Bryan, Braden Oltman, Frank Pursley, Robert F. Reister, C. J. Reynolds, Marvin Rockhill, J. T. Sechrest, Prentice Thurman, William Webster, and Samuel O. Winnings, who being duly impaneled and sworn and having heard the evidence in part, are now allowed by the Court to separate until the calling of this cause tomorrow morning.

30 And afterwards to wit: at the May Term of said Court on the 1st day of June, 1933, before the Honorable Robert C. Baltzell, Judge of said Court the following further proceedings were had herein, to wit: Entered June 1, 1933.

Come again the parties by their respective attorneys, and come again the jury heretofore impaneled and sworn, and the trial of this cause is resumed, further evidence is heard, and the plaintiff concludes its evidence in chief. Thereupon defendants file motion for directed verdict, which motion is as follows: (H. I.)

And the Court being duly advised, orders that said motion for directed verdict be, and the same is, hereby overruled, to which ruling of the Court said defendants except. Further evidence is heard and concluded, and the defendants file motion for directed verdict, which motion is as follows:

31 * * (Caption) * *

MOTION OF DEFENDANTS, SEVERALLY, FOR A DIRECTED VERDICT AT THE CLOSE OF ALL THE EVIDENCE.

The defendants in the above entitled cause, at the close of all of the evidence and before the commencement of the ar-argument of counsel to the jury, each, separately, by their attorneys, move the court to instruct the jury to return a verdict for the defendants, severally, and the defendants, severally, move the court to give to the jury instruction Numbered 1, filed herewith.

THOMAS E. MURPHY
MAXWELL V. BEGHTOL
J. L. PARRISH
SLAYMAKER MERRELL & LOCKE
Attorneys for Defendants.

32 Instruction No. 1.

The court instructs the jury to return a verdict for each of the defendants in this cause.

33 Entry for June 1, 1933, Continued.

June And the Court being duly advised sustains said motion for directed verdict, to which ruling of the Court the plaintiff excepts. And the Court directs the jury to return a verdict for defendants. And the jury now returns into open court the following verdict:

"We, the jury, find for the defendants. Frank Pursley Foreman." to which the plaintiff excepts.

It is therefore considered and adjudged by the Court that the plaintiff take nothing by reason of the matters and things alleged in its complaint, and that the defendants have and recover their costs laid out and expended herein, taxed at $.....

45 Entry for August 15, 1933 Continued.

And the plaintiff also files bill of exceptions, which has been signed and approved by the Court and is as follows:

47 * * (Caption) * *

BILL OF EXCEPTIONS.

Be It Remembered, that on the 31st day of May, 1933, at the May Term of the District Court of the United States for the District of Southern Indiana, Indianapolis Division, the above entitled cause came on for trial, the Honorable Robert C. Baltzell, Judge of the United States District Court for the District of Southern Indiana presiding, whereupon the following proceedings were had, to-wit:

A jury was impaneled and sworn, according to law, and the trial commenced on said 31st day of May, 1933. Lesh and Lesh of Indianapolis, and Lesh and Lesh of Huntington, appeared as counsel for the plaintiff, and Slaymaker, Merrell & Locke of Indianapolis, Maxwell V. Beghtol of Lincoln, Nebraska, and Thomas Murphy of Chicago, appeared as counsel for the defendants.

The jury having been duly impaneled and sworn to try the cause, and opening statements of counsel having been made, the plaintiff, to maintain the issues on its behalf, offered and introduced the following evidence, to-wit:

48 The plaintiff first offered and read in evidence certain exhibits, as follow:

PLAINTIFF'S EXHIBIT #1.

(Omitting title)

"For the purposes of the trial in the above entitled cause, it is hereby stipulated that The Indiana Farmer's Guide Publishing Company is a corporation organized under the laws of the State of Indiana, and as such corporation is a citizen of said state of Indiana; that the defendant The Prairie Farmer Publishing Company is a corporation organized under the laws of the State of Illinois and as such corporation is a citizen of said State of Illinois; that the defendant Wallace Publishing Company is a corporation organized under the laws of the State of Iowa, and as such corporation it is a citizen of said state of Iowa; that The Wisconsin Farmer Company is a corporation organized under the laws of the State of Wisconsin and as such corporation it is a citizen of

said State of Wisconsin; that the defendant The McKelvie Publishing Company is a corporation organized under the laws of the State of Nebraska and as such corporation it is a citizen of the State of Nebraska; that the defendant Webb Publishing Company is a corporation organized under the laws of the State of Minnesota, and as such corporation it is a citizen of said State of Minnesota."

PLAINTIFF'S EXHIBIT #2.

(Omitting title and signatures)

"For the purpose of saving the time of the court and jury and the expense to the parties in producing proof of certain facts which may be material in the trial of this cause, it is stipulated between the plaintiff and all of the defendants as follows:

"(1) Either of the parties to said action may read in evidence before the court and jury, subject to the objection of any party that the facts offered to be so read are not material to the issues, any compilation or data prepared by Standard Rate and Data Service, as found in any of its compilations, covering matters claimed to be pertinent to the issues in controversy.

"(2) Either of the parties may read in evidence before the court and jury, subject to the objection of any party that the facts offered to be so read are not material to the issues, any compilationn or data prepared by the Audit Bureau of Circulation, as found in any of its audit reports, covering matters claimed to be pertinent to the issues in controversy.

49 "(3) Either of the parties may read in evidence before the court and jury, subject to the objection of any party that the facts offered to be so read are not material to the issues, any compilation or data as prepared by the Advertising Record Company, and certified by it as based upon records kept by it in its regular course of business, covering matters claimed to be pertinent to the issues in controversy."

PLAINTIFF'S EXHIBIT #3.

This exhibit was a certified copy of the qualification of the Prairie Farmer Publishing Company to do business in the State of Indiana. Omitting formal parts, the instrument cer-

tifies: That the name of this corporation is Prairie Farmer Publishing Company. It is incorporated under the laws of the State of Illinois. The location of its principal office in such state is 1230 W. Washington Street, Chicago, Illinois. The character of business under its articles of incorporation or association, which it is authorized to transact in Indiana, is selling subscription and advertising. The total number of shares of all kinds which this corporation is authorized to issue is 2000, of which there is issued and outstanding 2000 shares. The proportion of its capital stock represented by business to be transacted and tangible property to be employed in this state is 41/650, which applied to the total number of issued and outstanding shares is 126 for the year next succeeding the date of filing. The address of the corporation in this state is Illinois, Building, Indianapolis, Marion County. The name of its resident agent in Indiana for service of legal process is J. A. Sackrison, whose post office address is Illinois Building, Indianapolis, Indiana. The certificate was issued under date of March 31, 1930.

PLAINTIFF'S EXHIBIT #3½.

This was a certified copy of the Articles of Incorporation and amendments thereto, of what was originally named
50 George W. Herbert, Inc., but later by amendment took the name of Standard Farm Papers, Inc. It is a voluminous document, but the following are the pertinent portions:

(1) The name of such corporation is George W. Herbert, Inc.

(2) The object for which it is formed is to conduct a general advertising business and everything of every name and nature in any way pertaining to the advertising business.

The articles were executed and acknowledged by Henry L. Freking, Will W. Dunkle and Mark R. Sherman, under date of July 18, 1911.

Under date of January 15, 1918, at a special meeting at the office of the company in Chicago, a resolution was passed, which reads:

"Resolved, that the name of this corporation be changed from 'George W. Herbert, Inc.,' to 'Standard Farm Papers, Inc.'

"Resolved, that the number of directors of said corporation be increased from three (3) directors to five (5) directors."

This amendment to the articles was attested as follows:

"State of Illinois } ss:
County of Cook }

"I, Burridge D. Butler, being duly sworn, declare on oath that I am President of the corporation mentioned in the foregoing certificate, and that the statements therein made are true in substance and in fact.

"In Witness Whereof I have hereunto set my hand and caused the seal of the corporation to be affixed this 18th day of January, A. D. 1918.

"BURRIDGE D. BUTLER,
President.

"Subscribed and sworn to before me this 18th day of January, A. D. 1918.

"JOHN JOHNSON,
Notary Public."

Under date of April, 1922, a resolution was adopted, changing the location of the business office of Standard Farm Papers, Inc., from one point to another in the City of Chi-
51 cago, which proceedings were attested as follows:

"State of Illinois } ss:
County of Cook }

"I, Horace C. Klein, being duly sworn, declare on oath that I am President of the corporation mentioned in the foregoing certificate, and that the statements therein made are true in substance and in fact.

"In Witness Whereof, I have hereunto set my hand and caused the seal of said corporation to be affixed this 25th day of April, A. D. 1922.

"HORACE C. KLEIN,
President

"Subscribed and sworn to before me this 25th day of April, A. D. 1922.

"JOS. J. LADOUCEUR
Notary Public."

In November, 1925, proceedings were had for a further change in the location of the office of the corporation, which was certified as follows:

"State of Illinois } ss:
County of Cook }

"I, S. R. McKelvie, being duly sworn, declare on oath that I am President of the corporation mentioned in the foregoing certificate, and that the statements therein made are true in substance and in fact.

"In Witness Whereof, I have hereunto set my hand and caused the seal of said corporation to be affixed this 17th day of November, A. D. 1925.

"SAMUEL R. MCKELVIE
President

"Subscribed and sworn to before me this 17th day of November, A. D. 1925.

"ALBERT S. HALL
Notary Public."

In September, 1931, a further change in the location of the office was made, which was certified as follows:

"State of Illinois } ss:
Cook County }

"I hereby certify that pursuant to authorization thereof by the Board of Directors of the Standard Farm Papers
52 Inc. company the address has been changed from 307 N. Michigan Avenue, in the City of Chicago, Illinois, to Daily News Building, 400 W. Madison Street, in the City of Chicago, Illinois.

"C. V. GREGORY
President."

This certificate is subscribed and sworn to under date of Sept. 28, 1931.

PLAINTIFF'S EXHIBIT #4.

This was a certified copy of the Articles of Incorporation of the Mid-West Farm Paper Unit, Inc. The articles as certified provide:

"We, the undersigned Burridge D. Butler, Dante M. Pierce, and Horace C. Klein, citizens of the United States, purpose to form a corporation under an Act of the General Assembly of the State of Illinois, entitled, 'An Act concerning Corporations', approved April 18, 1872, and all acts amendatory thereof; and for the purpose of such organization we hereby state as follows, to-wit:

"1. The name of such corporation is Mid-West Farm Paper Unit, Inc.

"2. The object for which it is formed is to promote, develop and foster general interest in farm newspapers, and to create and maintain a spirit of mutual cooperation, friendship and understanding among its members. This corporation is organized not for pecuniary profit.

"3. The management of the aforesaid corporation shall be vested in a board of five Directors.

"4. The following persons are hereby selected as the Directors to control and manage said corporation for the first five year of its corporate existence, viz.:

Name	Address	
	Number Street	City State
Burridge D. Butler	1230 Washington Blvd.	Chicago, Ill.
John Wallace		Des Moines, Iowa.
H. C. McKelvie		Lincoln, Nebr.
Dante M. Pierce	8 S. Michigan Ave.	Chicago, Ill.
Horace C. Klein		St. Paul, Minn.

"5. The location is in the city of Chicago in the county of Cook in the State of Illinois, and the post office address of its business office is at No. 400 West Madison Street in the said City of Chicago."

Then follow the signatures of the three persons first named in the Articles, attested under date of November 12, 1931; and filed in the office of the Secretary of State on the 19th day of November, 1931.

53 PLAINTIFF'S EXHIBITS NUMBERS 4½, 5, 6, 6½ and 20 were Mid-West Unit rate cares for 1928 to 1932, both inclusive, and were as follows:

PLAINTIFF'S EXHIBIT #20,

being for 1928, is first stated as follows:

"Midwest Unit

Farmer, The	Prairie Farmer
Kansas Farmer	Wallaces' Farmer
(Mail & Breeze)	Wisconsin Agriculturist
Missouri Ruralist	
Nebraska Farmer	

Less than 1/4 page charged at individual rates.
Over 1/4 page, line..... 5.85

Unit Rates—black and white

1 page	4,400.00
1/2 page	2,200.00
1/4 page	1,100.00
Full page (black & 1 color).....	4,600.00

Note—Pacific Rural Press can be added to any Standard Farm Paper Unit at:

1 page	254.80
1/2 page	127.40
1/4 page	63.70
Line	.35"

PLAINTIFF'S EXHIBIT #4½,

being for 1929, is stated as follows:

"Midwest Unit

Farmer, The
Kansas Farmer
(Mail & Breeze)
Missouri Ruralist
Nebraska Farmer
Prairie Farmer
Wallaces' Farmer
Wisconsin Agriculturist

Less than 1/4 page charged at individual rates.
Over 1/4 page, line..... 6.10

Unit Rates—Black and White

1 page 4,600.00
1/2 page 2,300.00
54 1/4 page 1,150.00
Full page (black and one color)..... 4,780.00

Note—Pacific Rural Press can be added to any Standard Farm Paper Unit at:

1 page 269.36
1 full page, once a month (12 times), per page 250.00
1/2 page 134.68
1/4 page 67.34
Line ..... .37"

PLAINTIFF'S EXHIBIT #5,

being for 1930, is stated as follows:

"Midwest Unit

Farmer & Farm, Stock & Home
Nebraska Farmer
Prairie Farmer
Wallaces' Farmer & Iowa Homestead

Over 1/4 page, line..... 5.65
Full page (black & white)..... 4,000.00
Full page (black & 1 color)..... 4,225.00
3/4 page (black and white)..... 3,100.00
1/2 page (black and white)..... 2,050.00
1/4 page (black and white)..... 1,050.00
Individual copy and cuts must be furnished."

PLAINTIFF'S EXHIBIT #6,

being for 1931, is stated as follows:

"Midwest Unit

The Farmer and Farm, Stock & Home,
St. Paul, Minn.
The Nebraska Farmer, Lincoln, Neb.
The Prairie Farmer,
Illinois Edition, Chicago.
Indiana Edition, Indianapolis.
Wallaces' Farmer and Iowa Homestead,
Des Moines, Iowa.
Wisconsin Agriculturalist and Farmer,
Racine, Wis.

Full page, inside, black and white (756) lines).....$4,870.00
Full page, inside, black and one color (756 lines)....$5,195.30
Full column, black and white, per column.....$1,336.00
(Wallaces' Farmer and Iowa Homestead, Wisconsin Agriculturalist and Farmer and The Farmer and Farm, Stock and Home 196 lines, and Prairie Farmer and The Nebraska Farmer 182 lines.)
Line Rate of.....$ 7.00
Individual copy and cuts must be furnished. All Publications Weekly."

55 PLAINTIFF'S EXHIBIT #6½,

being for 1932, is stated as follows:

"Further Reduction in Rates—

For 1 Column, 2 Column, and 3 Column Advertisements.

MIDWEST FARM PAPER UNIT, INC.

Chicago, Daily News Bldg.

New York, 250 Park Ave.

Wallaces' Farmer & Iowa Homestead The Prairie Farmer
Wisconsin Agriculturalist & Farmer The Nebraska Farmer
and
The Farmer and Farm, Stock & Home
Effective January 1, 1932, and Issued December 31, 1931
upon all contracts now in hand.

Full Page, inside, black and white.....	$4,870.00
Full Page, inside, black and 1 color....	5,195.30
3 Full columns, black and white.....	3,822.00
2 Full columns, black and white.....	2,548.00
1 Column, black and white.....	1,274.00
Line Rate	7.00

Unit advertisements 182 lines deep are given full column space. Individual copy and cuts must be furnished. All publications Bi-Weekly. Closing Dates—Ten days prior to Date of Publication."

PLAINTIFF'S EXHIBITS 7 TO 11, INCLUSIVE.

Plaintiff's Exhibits Numbers 7-11, both inclusive, were compilations of advertisements carried in the several publications during the period of time and within the limitations as shown on the face and the certificates attached thereto, as made out by the Advertising Record Company, and were as follows:

EXHIBIT No. 7.

THE ADVERTISING RECORD COMPANY
1928

New York Office
280 Broadway

Home Office
4247 Hazel Avenue
Chicago

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1928

NAME OF ADVERTISER	ADDRESS	Wallaces' Farmer and Iowa Homestead	The Farmer and Farm, Stock and Home Minnesota Edit.	The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	Prairie Farmer Illinois Ed.	Prairie Farmer Indiana Ed.	Wisconsin Agriculturist and Farmer	Nebraska Farmer	Indiana Farmers Guide
57									
Acetol Products, Inc	New York City	2924	2394	....	2394	....	2144	2394	....
American Chain Company	Bridgeport, Conn	1434	1434	....	1434	....	1434	1434	....
American Steel & Wire Company	Chicago	2786	2996	....	2562	....	2444	3038	2646
American Telephone & Telegraph Co	New York City	1344	1344	....	1344	....	1344	1344	1344
Amtorg Trading Corp	New York City	168	168	....	168	....	112	112	....
Armour and Company	Chicago	1680	1680	....	1680	....	1680	1680	1680
Armstrong Cork Company	Lancaster, Pa	3780	3920	....	3640	....	3920	3640	....
Atwater Kent Manufacturing Company	Philadelphia, Pa	900	2522	....	1992	....	900	2548	2468
Avery Power Machinery Co	Peoria, Ill	168	336	....	336	....	336	336	336
Bayer Company, Inc., The (Bayer-Semesan Co., Inc.)	New York City	2100	4800	....	2850	....	3450	3000	2400
Belle City Incubator Co	Racine, Wis	204	403	....	319	....	492	254	202
Belle City Manufacturing Co	Racine, Wis	1736	1048	....	850	....	850	2184	1130
Bowsher Co., D. P	South Bend, Ind	196	88	....	168	....	84	140	252
Buick Motor Company	Flint, Mich	3780	3780	....	3780	....	3780	3780	3780
Case Threshing Machine Co., Inc., J. I. (Case Co., J. I.)	Racine Wis	1512	1764	....	1512	....	1764	4452	2216
Caterpillar Tractor Co	Peoria, Ill	2268	2352	....	2184	....	2352	2184	588
Champion Spark Plug Co	Toledo, Ohio	1701	1764	....	1638	....	1764	1820	1764
Chevrolet Motor Company	Detroit, Mich	6048	7532	....	7084	....	6272	7084	6748
Chicago Mail Order Co	Chicago	378	784	....	1274	....	1226	1426	1376
Chicago & Northwestern Railway	Chicago	522	466	....	431	....	566	386	....
Chrysler Sales Corporation	Detroit, Mich	3780	2506	....	2408	....	2506	2408	2506
Coleman Lamp and Stove Company, The	Wichita, Kansas	450	800	....	750	....	450	700	900

26

Bill of Exceptions.

Columbian Rope Company	Auburn, N. Y.	1050	1050	....	1050	....	1526	1526	1526
Continental Steel Corporation (Kokomo Steel & Wire Company)	Kokomo, Ind	539	1050	....	2058	....	546	1036	2044
Corn Products Refining Company	New York City	1134	1176	....	1092	....	1896	1092	....
Cottonseed Products Association	Dallas, Tex	896	672	....	896	....	896	896	....
Curtis Publishing Company, The	Philadelphia, Pa	378	392	....	364	....	392	364	392
Cushman Motor Works, The	Lincoln, Nebr	376	376	....	376	....	376	412	....
Dairy Association Co., Inc	Lyndonville, Vt	2516	3250	....	2594	....	4084	1650	3008
Deere & Co	Moline, Ill	4312	7018	....	2484	....	2306	8218	5636
De Laval Separator Company, The	New York City	3801	3857	....	3745	....	3031	3745	3857
58									
Delco-Light Company	Dayton, Ohio	2394	1197	....	2394	....	2394	2394	2394
De Soto Motor Corporation	Detroit, Mich	2457	2548	....	2366	....	2548	2366	2548
Dodge Brothers Corporation	Detroit, Mich	1596	1624	....	1568	....	1624	1658	1232
Economy Housing Co	Onawa, Iowa	3136	2202	....	1600	....	3224	686	1786
Electric Storage Battery Company, The	Philadelphia, Pa	1092	1092	....	1092	....	1092	1092	....
Emerson-Brantingham Implement Co., Inc	Rockford, Ill	1890	1890	....	1134	....	1512	1890	168
Farm Insurance Committee	Chicago	1200	1200	....	1200	....	1200	1200	1200
Firestone Tire & Rubber Co	Akron, Ohio	2730	2730	....	2730	....	2730	2730	2730
Fisher Body Corporation		4914	4956	....	4872	....	4956	4872	4956
Flex-O-Glass Mfg. Co	Chicago	340	1208	....	1806	....	604	116	2020
Ford Motor Company	Detroit, Mich	1512	1568	....	1456	....	1568	1456	1568
General Electric Company	New York City	3024	3136	....	2912	....	3136	2912	2520
Globe Stove & Range Co., The	Kokomo, Ind	2400	480	....	2400	....	480	2400	2400
Goodrich Rubber Company, The B. F	Akron, Ohio	2592	5672	....	3292	....	2288	3024	5672
Goodyear Tire & Rubber Co., Inc. The	Akron, Ohio	5292	11760	....	5096	....	5488	5096	4704
Government of Canada, Department of Immigration	Ottawa, Canada	1890	2090	....	1484	....	1484	1484	1490
Haag Brothers Company	Peoria, Ill	1672	896	....	896	....	1172	1896	896
Hess & Clark, Inc., Dr	Ashland, Ohio	7710	5946	....	7968	....	6776	7968	8360
Hood Rubber Products Co., Inc	Watertown, Mass	3024	3136	....	2912	....	3136	2912	1176
Hudson Motor Car Company	Detroit, Mich	2268	2352	....	2184	....	2352	2184	2352
International Harvester Company of America (Incorporated)	Chicago	7966	11172	....	7392	....	7098	9420	9660
International Live Stock Exposition	Chicago	504	130	....	336	....	196	70	98
International Paper Company	New York City	1512	1568	....	1456	....	1568	1456	1568
Kelly-Springfield Tire Company	New York City	224	224	....	224	....	224	224	224
Keystone Steel & Wire Co	Peoria, Ill	3084	3084	....	3168	....	3084	3084	3084

EXHIBIT No. 7—Continued.

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1928

NAME OF ADVERTISER	ADDRESS	Wallaces' Farmer and Iowa Homestead	The Farmer and Farm, Stock and Home Minnesota Edit.	The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	Prairie Farmer Illinois Ed.	Prairie Farmer Indiana Ed.	Wisconsin Agriculturist and Farmer	Nebraska Farmer	Indiana Farmers Guide
Kitselman Bros	Muncie, Ind	217	182	....	763	....	217	217	1549
Kotex Company	Neenah, Wis	756	784	....	728	....	784	728	....
K. R. O. Company	Springfield, Ohio	452	994	....	1234	....	386	1198	1234
Lambert Pharmacal Company	St. Louis, Mo	6048	6272	....	5824	....	6272	5824	....
Lawrence-Williams Co., The	Cleveland, Ohio	649	566	....	601	....	579	566	482
Lee Co., Geo. H	Omaha, Neb	1335	861	....	2174	....	550	2508	761
59									
Lehigh Portland Cement Company	Allentown, Pa	1512	1512	....	1512	....	1512	1512	....
Linseed Meal Educational Committee	Milwaukee, Wis	1290	2090	....	1890	....	2874	1806	1206
Martin Company, The	Des Moines, Ia	100	100	....	100	....	100	100	100
Maytag Company, The	Newton, Ia	6048	7056	....	7504	....	7056	7280	7840
Meadows Manufacturing Company, The	Bloomington, Ill	1890	1960	....	728	....	1176	2828	....
Mishawaka Rubber & Woolen Mfg. Co	Mishawaka, Ind	3213	3332	....	3122	....	3724	3094	3528
Montgomery Ward & Co	Chicago	5292	5488	....	5096	....	5488	5096	5488
Moorman Manufacturing Company	Quincy, Ill	8890	4912	....	8456	....	4704	5852	6180
Myers & Bro. Co., The F. E	Ashland, Ohio	210	140	....	210	....	210	140	140
Myers-Sherman Company	Chicago	628	238	....	280	....	126	504	336
National Lumber Manufacturers Association	Washington, D. C	2268	2352	....	2184	....	2352	2184	2352
National Refining Company, The	Cleveland, Ohio	2079	1890	....	2072	....	2086	3766	3794
New Idea Spreader Co., The	Coldwater, Ohio	1254	1654	....	1194	....	1194	1954	1254
Nichols & Shepard Company, The	Battle Creek, Mich	1920	1920	....	1920	....	1320	5526	1920
Micholson File Co	Providence, R. I	1520	1520	....	1520	....	1520	1520	1520
Omaha Tanning Co	Omaha, Nebr	2880	1358	....	1078	....	350	2846	....
Oshkosh Overall Co	Oshkosh, Wis	1512	1568	....	2268	....	2352	2184	2352
Oyster Shell Products Corporation	New York City	2838	970	....	1050	....	970	1604	1272
Penny Company, Inc., J. C	New York City	6048	6272	....	5824	....	6272	5824	6272
Pictorial Review Company, The	New York City	756	784	....	728	....	784	728	....
Pittsburgh Steel Company	Pittsburgh, Pa	1274	1652	....	1498	....	1652	1652	2030

Plymouth Cordage Company	North Plymouth, Mass.	2268	2268	....	2268	....	2268	2268	2268
Purina Mills	St. Louis, Mo.	3120	3505	....	9690	....	3905	2720	4560
Quinn Wire & Iron Works	Boone, Ia	105	105	....	105	....	105	112	105
R. C. A. Victor Company, Inc. (Radio Corporation of America)	New York City	7188	7412	....	6964	....	7412	6964	1568
Red Top Steel Post Company	Chicago	2895	2825	....	2909	....	2825	2874	2825
Reynolds Tobacco Company, R. J.	Winston-Salem, N. C.	6048	8792	....	8344	....	10052	5824	2520
Roberts Veterinary Co., Inc., Dr.	Waukesha, Wis.	100	740	....	375	....	2879	150	49
Rock Island Plow Co	Rock Island, Ill	2548	2912	....	2632	....	2796	3122	2240
Rubber Institute, Inc., The	New York City	2268	2352	....	2184	....	2352	2184	2352
Salsbury, Dr. J. E	Charles City, Ia	279	255	....	167	....	223	279	....
Sandwich Mfg. Co	Sandwich, Ill	432	2034	....	420	....	420	1810	....
Sears Roebuck and Co	Chicago	1512	4704	....	1456	....	1568	1456	1568
Sherwin-Williams Co., The	Cleveland, Ohio	3024	3136	....	2912	....	3136	2912	3136
Standard Chemical Co	Omaha, Nebr	945	420	....	322	....	182	728	434
Swift & Company	Chicago	392	392	....	1042	....	392	392	4704
Union Carbide & Carbon Corpn. (National Carbon Company, Inc.)	New York City	2646	2744	....	3220	....	2744	3472	3416
United States Rubber Company (United States Tire Co)	New York City	4536	4704	....	4368	....	4704	4368	3136
Universal Battery Company	Chicago	270	360	....	270	....	270	270	270
U. S. Mail Order Co	St. Paul, Minn	307	736	....	63	....	244	244	....
Utica Knitting Company	Utica, N. Y	400	400	....	400	....	400	400	....
Vacuum Oil Company	New York City	9072	9408	....	8876	....	9408	8736	9408
Walker Remedy Co	Waterloo, Ia	1017	1038	....	996	....	1038	996	1038
Walsh Company, James M	Milwaukee, Wis	1806	1862	....	1064	....	1218	1820	1106
Wards Medical Co., Dr	Winona, Minn	126	189	....	189	....	189	189	....
Western Railway Committee on Public Relations	Chicago	1360	1640	....	1640	....	1640	1640	....
Western Silo Company	Des Moines, Ia	868	508	....	280	....	568	692	544
Wood Brothers Thresher Company	Des Moines, Ia	758	758	....	758	....	758	758	....
Young, Inc., W. F	Springfield, Mass.	728	728	....	728	....	728	728	594

61 CERTIFICATE.

The undersigned hereby certify that they are, respectively, the President and the Secretary of the Advertising Record Company, Inc., and engaged in the business of making and keeping records of the advertisements carried in farm papers, newspapers and other publications of general circulation; that the above and foregoing compilation of the advertisements carried in the publications named in the column headings known as the Mid-West Unit was prepared by said Advertising Record Company, Inc., and the information and data as therein stated is based upon the original records kept by it in its regular course of business and covers all the commercial advertisements of one hundred lines or more carried collectively by the said several publications known as the Mid-West Unit during the period of time purporting to be shown in said report, as taken from the said publications at the time of the issuance thereof. This statement also shows the lineage carried in the Indiana Farmer's Guide, by advertisers named herein, during the same period.

In Testimony Whereof, we hereunto set our hands and affix the seal of said corporation this 29th day of May, 1933.

L. C. BOLAND
President.

(Corporate Seal)

GEO. A. BOLAND
Secretary.

EXHIBIT No. 8.

New York Office
280 Broadway

THE ADVERTISING RECORD COMPANY
1929

Home Office
4247 Hazel Avenue
Chicago

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1929

NAME OF ADVERTISER	ADDRESS	Wallaces' Farmer and Iowa Homestead	The Farmer and Farm, Stock and Home Minnesota Edit.	The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	Prairie Farmer Illinois Ed.	Prairie Farmer Indiana Ed.	Wisconsin Agriculturist and Farmer	Nebraska Farmer	Indiana Farmers Guide
63									
Acetol Products, Inc	New York City	2678	2160	....	2608	....	2156	2072	....
Advance-Rumely Thresher Co., Inc	La Porte, Ind	2688	4200	....	2688	....	2520	2310	2016
Aermotor Co	Chicago	1596	1596	....	1596	....	1596	1596	1596
Alvin Corporation, The	Providence, R. I	1134	1176	....	1092	....	1176	1092	....
American Chain Company, Inc	Bridgeport, Conn	1440	1440	....	1440	....	1440	1440	....
American Rolling Mill Company, The	Middletown, Ohio	2268	2352	....	2184	....	2352	2184	....
American Steel & Wire Company	Chicago	2090	2752	....	2584	....	2360	2220	2752
American Telephone & Telegraph Co	New York City	1344	1344	....	1344	....	1568	1344	1344
Amtorg Trading Corp	New York City	1176	1344	....	1344	....	1400	1344	....
Anylite Electric Co	Fort Wayne, Ind	520	479	....	451	....	112	993	76
Armour and Company	Chicago	1680	1680	....	1680	....	1680	1680	1680
Atwater Kent Manufacturing Company	Philadelphia, Pa	2128	2646	....	2184	....	1148	2450	1960
Avery Power Machinery Co	Peoria, Ill	336	448	....	560	....	224	672	448
Babson Manufacturing Corporation	Chicago	264	6100	....	2126	....	1634	2648	400
Bayer-Semesan Co., Inc	New York City	6624	5536	....	7832	....	5536	5176	5536
Beacon Falls Rubber Shoe Co	Beacon Falls, Conn	756	1184	....	1128	....	400	400	1184
Belle City Incubator Co	Racine, Wis	116	194	....	116	....	213	138	47
Belle City Manufacturing Co	Racine, Wis	472	666	....	758	....	754	668	758
Bond Electric Corporation	Jersey City, N. J	1134	1176	....	1092	....	1176	1092	....
Briggs & Stratton Corp	Milwaukee, Wisc	252	3080	....	224	....	476	252	112
Buick Motor Company	Flint, Mich	4368	4452	....	4284	....	4452	4284	5236
Case Threshing Machine Co., Inc., J. I	Racine, Wis	3234	3108	....	2772	....	3892	6636	3864

Caterpillar Tractor Co	Peoria, Ill	3402	784	....	3276	....	3136	5084	1176
Champion Spark Plug Co	Toledo, Ohio	1890	1568	....	1456	....	1568	1456	1568
Chevrolet Motor Company	Detroit, Mich	6048	6272	....	5852	....	6272	5824	7056
Chicago Mail Order Co	Chicago	448	934	....	1120	....	3024	1792	9548
Columbus-McKinnon Chain Corporation	Tonawanda, N. Y	672	672	....	672	....	672	1764	....
Continental Steel Corporation—Kokomo Steel & Wire Company	Kokomo, Ind	735	742	....	728	....	742	546	546
Converse Rubber Company	Malden, Mass	1020	1020	....	1068	....	1020	1020	....
Corn Products Refining Company	New York City	1890	1960	....	1456	....	2680	1820	....
Crosley Radio Corporation, The	Cincinnati, Ohio	924	840	....	840	....	840	1046	....
Dairy Association Co., Inc	Lyndonville, Vt	2300	2734	....	3078	....	3526	1350	3134
64									
Deere & Co	Moline, Ill	4237	7375	....	4647	....	3584	10155	4718
De Laval Separator Company, The	New York City	3343	3763	....	3328	....	3826	3293	3293
Delco-Light Company	Dayton, Ohio	1260	1260	....	1050	....	1260	1050	1050
Dennison Manufacturing Company	Framingham, Mass	210	280	....	210	....	140	140	140
De Soto Motor Corporation	Detroit, Mich	756	1568	....	728	....	784	1456	1568
Dodge Brothers Corporation	Detroit, Mich	2835	2156	....	2730	....	2940	2002	588
Doughty, Charles L	Chattanooga, Tenn	189	196	....	182	....	196	182	....
Empire Mfg. Company	Washington, Ia	392	392	....	392	....	280	392	392
Ethyl Gasoline Corporation	New York City	378	2744	....	2548	....	1176	2548	2744
Farm Insurance Committee	Chicago	1350	1600	....	1100	....	1100	1100	1100
Federal Land Banks	Washington, D. C	672	672	....	560	....	560	560	560
Firestone Tire & Rubber Co	Akron, Ohio	4536	4704	....	4368	....	4704	4368	5488
Fisher Body Corporation	Detroit, Mich	2646	2688	....	2604	....	2688	2604	2688
Flexible Steel Lacing Co	Chicago	210	210	....	210	....	210	210	210
Gehl Bros. Mfg. Co	West Bend, Wis	336	588	....	119	....	2146	210	189
General Electric Company	New York City	3444	3136	....	2912	....	3136	2912	1680
General Foods Corporation (Formerly Postum Company, Inc.)	New York City	4158	4312	....	4004	....	4312	4004	....
General Laboratories, Inc	Madison, Wis	818	1392	....	1448	....	1476	716	....
General Mills Incorporated	Minneapolis, Minn	2268	3326	....	3122	....	2150	2184	....
Gillette Rubber Company	Eau Claire, Wis	1050	1050	....	1050	....	1050	1050	....
Globe Stove & Range Co., The	Kokomo, Ind	1134	1176	....	1092	....	1176	1092	1176
Goodyear Tire & Rubber Co., Inc., The	Ackron, Ohio	6468	7840	....	5642	....	6076	6860	3920
Government of Canada, Department of Immigration	Ottawa, Canada	1000	1000	....	1000	....	1000	1364	....
Gulf Crushing Co., Inc	New Orleans, La	1382	773	....	1746	....	1574	1746	1574
Hamilton Garment Company	New York City	189	196	....	182	....	196	182	196
Hess & Clark, Inc., Dr	Ashland, Ohio	7196	6776	....	6930	....	6524	6412	6580

EXHIBIT No. 8—Continued.

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1929

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Hood Rubber Products Co., Inc...	Watertown, Mass...	2646	2352	....	2184	....	2352	2184	1176
Illinois Central Railroad.....	Chicago.....	140	140	....	140	....	140	140	140
International Harvester Company of America—Incorporated.....	Chicago.....	9674	11900	....	11368	....	11928	10542	12726
International Live Stock Exposition.....	Chicago.....	560	112	....	336	....	196	56	98
Johnson Ideal Halter Co.....	Aurora, Ill.....	105	191	....	42	....	126	191	193
65									
Kato Engineering Co.....	Mankato, Minn.....	824	450	....	252	....	150	616	....
Kelly-Springfield Tire Company..	New York City.....	2240	2016	....	2240	....	2240	2240	2240
Keystone Steel & Wire Co.....	Peoria, Ill.....	4092	3084	....	3084	....	3084	3084	3084
K. R. O. Company.....	Springfield, Ohio....	716	1004	....	668	....	764	812	764
Lambert Pharmacal Company....	St. Louis, Mo.....	2268	2352	....	2184	....	2352	2184	....
Lawrence-Williams Co., The.....	Cleveland, Ohio.....	293	293	....	293	....	293	293	293
Legg Packing Co., A. C.....	Birmingham, Ala....	84	126	....	286	....	126	126	126
Lehigh Portland Cement Company.	Allentown, Pa.....	956	984	....	928	....	984	928	650
Letz Manufacturing Company.....	Crown Point, Ind...	2100	1200	....	1200	....	1200	1200	1200
Linseed Meal Educational Committee.....	Milwaukee, Wis.....	840	2086	....	1000	....	2086	582	840
Liquid Veneer Corporation.....	Buffalo, N. Y.....	70	140	....	140	....	140	140	140
Martin Company, The.....	Des Moines, Ia.....	100	100	....	100	....	100	100	100
Massey-Harris Co., The.....	Racine, Wis.....	1500	1500	....	1500	....	1500	1500	1500
Maytag Company, The.....	Newton, Ia.....	7560	10192	....	6776	....	10192	6552	7056
Meadows Manufacturing Company, The.....	Bloomington, Ill....	378	392	....	364	....	392	364	....
Mishawaka Rubber & Woolen Mfg. Co.....	Mishawaka, Ind.....	3402	3528	....	3332	....	3724	3640	2717
Missouri Pacific Railroad.....	St. Louis, Mo.....	1512	1568	....	1456	....	1568	1456	1568
Montgomery Ward & Co.....	Chicago.....	3780	3920	....	3640	....	3920	3640	....
Moorman Manufactaring Company	Quincy, Ill.....	10624	7268	....	7940	....	5712	6492	5132
Morton Salt Company.....	Chicago.....	252	476	....	476	....	252	476	252
Murphy Products Co.....	Burlington, Wis.....	5292	3136	....	4480	....	2352	3640	1568

Myers & Bro. Co., The F. E.	Ashland, Ohio	112	112	....	112	....	112	168	112	
Myers-Sherman Company	Chicago	602	616	....	518	....	336	602	476	
National Bellas Hess Co., Inc.	New York City	1512	1568	....	1456	....	1568	1456	....	
National Refining Company, The	Cleveland, Ohio	756	2008	....	482	....	1330	3688	3912	
New Idea Spreader Co., The	Coldwater, Ohio	2160	1560	....	2888	....	1560	2160	2160	
Nicholson File Co	Providence, R. I.	1140	1140	....	1140	....	1140	1140	1140	
Olds Motor Works	Lansing, Mich.	756	784	....	728	....	784	728	....	
Oliver Farm Equipment Company	Chicago	4944	8206	....	5766	....	6374	8324	2760	
Oyster Shell Products Corporation	New York City	1340	1540	....	2148	....	1340	1460	1660	
Park Davis & Co	Detroit, Mich	2058	2128	....	2212	....	1960	1988	2120	
Penney Company, Inc., J. C.	New York City	3024	3136	....	2912	....	3136	2912	3136	
66										
Peoria Drill & Seeder Co	Peoria, Ill	448	336	....	224	....	168	252	168	
Pennsylvania Salt Mfg. Co	Philadelphia, Pa	756	784	....	2212	....	784	2184	1568	
Perfection Stove Company	Cleveland, Ohio	2790	4540	....	2720	....	2860	4400	2860	
Plymouth Cordage Company	North Plymouth, Mass	2268	2268	....	2268	....	2268	2268	2268	
Plymouth Motor Corporation	Detroit, Mich	2646	2730	....	2562	....	2730	2562	3514	
Portland Cement Association	Chicago	2378	392	....	964	....	1000	600	400	
Purina Mills	St. Louis, Mo	3496	5520	....	6508	....	5000	3920	5340	
Quaker Oats Company, The	Chicago	9072	3136	....	8372	....	9408	2912	3528	
R. C. A. Victor Company, Inc.—Radio Corporation of America	New York City	5664	5832	....	5496	....	5832	5496	....	
Red Top Steel Post Company	Chicago	3006	3034	....	3276	....	3034	2999	3334	
Remington Arms Company, Inc.	New York City	2016	2688	....	2688	....	2688	1792	2688	
Roberts Veterinary Co., Inc., Dr.	Waukesha, Wis	550	900	....	900	....	4022	450	900	
Rock Island Plow Co	Rock Island, Ill	2320	2320	....	2100	....	1320	760	2044	
Rock Island Stove Company	Rock Island, Ill	1344	1344	....	1344	....	1344	1344	1680	
Salsbury, Dr. J. E	Charles City, Ia	294	252	....	252	....	252	252	252	
Sears, Roebuck and Co	Chicago	1912	2696	....	2948	....	1988	1856	1568	
Shell Petroleum Corporation	St. Louis, Mo	3024	3136	....	6216	....	4704	5824	6272	
Sherwin-Williams Co., The	Cleveland, Ohio	1512	1568	....	1456	....	1568	1456	1568	
Skelly Oil Company	El Dorado, Kans	7353	7612	....	2964	....	2730	7094	....	
Standard Chemical Mfg. Co	Omaha, Nebr	1036	1470	....	1260	....	1232	2044	392	
Stover Mfg. & Engine Co	Freeport, Ill	232	464	....	404	....	464	1334	1390	
Swift & Company	Chicago	424	872	....	3140	....	200	872	4704	
Ten Thousand Lakes of Minnesota Assn	St. Paul, Minn	407	378	....	378	....	378	378	....	
Tobacco By-Products & Chemical Corp., Inc	Louisville, Ky	728	628	....	700	....	630	844	952	
Union Carbide & Carbon Corpn.—National Carbon Company, Inc.	New York City	924	3304	....	5852	....	4088	3088	3136	

EXHIBIT No. 8—Continued.

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1929

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United States Rubber Company—United States Tire Co	New York City	3780	5488	....	3640	....	3920	5096	3920
Universal Battery Company	Chicago	356	250	....	250	....	160	160	160
Vacuum Oil Company	New York City	6804	7056	....	6552	....	7056	6552	7056
Voss Bros. Mfg. Co	Davenport, Ia	1942	1502	....	1914	....	1970	1914	....
Walker Remedy Co	Waterloo, Ia	1017	1188	....	996	....	1038	996	1038
Walsh Company, James M	Milwaukee, Wis	182	224	....	210	....	182	224	140
67									
Western Railways Committee on Public Relations	Chicago	840	1360	....	1360	....	1360	1360	....
Westinghouse Electric & Mfg. Company	East Pittsburgh, Pa	1134	1162	....	1106	....	1162	1106	....
Willhelm Lubrication Co	St. Paul, Minn	476	476	....	476	....	476	280	....
Willys-Overland, Inc	Toledo, Ohio	1680	1680	....	1680	....	1680	1680	1680
Wood Brothers Thresher Company	Des Moines, Ia	754	566	....	754	....	754	754	188
Young, Inc., W. F	Springfield, Mass	868	728	....	728	....	924	728	476

68 CERTIFICATE.

The undersigned hereby certify that they are, respectively, the President and the Secretary of the Advertising Record Company, Inc., and engaged in the business of making and keeping records of the advertisements carried in farm papers, newspapers and other publications of general circulation; that the above and foregoing compilation of the advertisements carried in the publications named in the column headings known as the Mid-West Unit was prepared by said Advertising Record Company, Inc., and the information and data as therein stated is based upon the original records kept by it in its regular course of business and covers all the commercial advertisements of one hundred lines or more carried collectively by the said several publications known as the Mid-West Unit during the period of time purporting to be shown in said report, as taken from the said publications at the time of the issuance thereof. This statement also shows the lineage carried in the Indiana Farmer's Guide, by advertisers named herein, during the same period.

In Testimony Whereof, we hereunto set our hands and affix the seal of said corporation this 29th day of May, 1933.

L. C. BOLAND
President.

(Corporate Seal)

GEO. A. BOLAND
Secretary.

EXHIBIT No. 9.

New York Office 280 Broadway

THE ADVERTISING RECORD COMPANY
1930

Home Office 4247 Hazel Avenue Chicago

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1930

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70									
Acetol Products, Inc	New York City	3324	2568	....	3184	....	2368	2456	....
Advance-Rumely Thresher Co., Inc	La Porte, Ind	1512	2646	....	1890	....	1890	1512	....
Aermotor Co	Chicago	1596	1596	....	1596	....	1596	1596	1596
American Chain Company, Inc	Bridgeport, Conn	1314	1314	....	1314	....	1314	1314	....
American Cranberry Exchange	New York City	392	392	....	364	....	392	364	392
American Steel & Wire Company	Chicago	1512	1568	....	1092	....	1568	1092	1568
American Telephone & Telegraph Co	New York City	1344	1344	....	1344	....	1344	1344	1344
Armour and Company	Chicago	1652	1652	....	1652	....	1652	1652	1652
Avery Power Machinery Co	Peoria, Ill	336	560	....	448	....	112	560	336
Babson Manufacturung Corporation	Chicago	266	4174	....	1110	....	2626	534	....
Bayer-Semesan Co., Inc	New York City	3376	2008	....	3332	....	2008	2008	4016
Boyt Co., The	Des Moines, Ia	1334	750	....	500	....	500	1050	....
Burgess Battery Company	Chicago	1200	1200	....	600	....	1200	1200	1200
Buick Motor Company	Flint, Mich	7000	7056	....	5824	....	6272	6552	5488
Case Co., J. I	Racine, Wis	4116	3724	....	1988	....	3724	5348	336
Caterpillar Tractor Co	Peoria, Ill	3514	2338	....	3660	....	2338	3640	2712
Central Petroleum Co	Cleveland, Ohio	175	175	....	287	....	278	84	167
Chevrolet Motor Company	Detroit, Mich	5460	7056	....	5096	....	5491	5096	6272
Chicago, Milwaukee, St. Paul & Pacific Railway	Chicago	183	255	....	255	....	255	255	3039
Columbian Rope Company	Auburn, N. Y	840	840	....	840	....	840	840	840
Campo-Board Co., The	Minneapolis, Minn	490	490	....	490	....	490	490	....
Corona Mfg. Co	Kenton, Ohio	330	411	....	355	....	386	330	411
Dane Mfg. Co	Dane, Wis	448	476	....	252	....	448	196	....
Dairy Association Co., Inc	Lyndonville, Vt	1650	2982	....	2976	....	3776	450	2924

38

Bill of Exceptions.

Deere & Co	Moline, Ill	7436	9946	....	6910	....	4958	9960	5964
De Laval Separator Company, The.	New York City	3428	3442	....	3234	....	3414	2440	2727
Delco-Light Company	Dayton, Ohio	1600	1600	....	1280	....	1280	1280	1280
Dennis Manufacturing Company	Framingham, Mass.	70	140	....	70	....	210	70	70
Des Moines Incubator Co	Des Moines, Ia	264	168	....	168	....	168	232	....
Dodge Brothers Corporation	Detroit, Mich	4704	4704	....	4368	....	4704	4368	3528
Empire Mfg. Company	Washington, Ia	444	429	....	429	....	264	399	399
Equitable Life Assurance Society of the United States, The	New York City	392	392	....	364	....	392	364	....
71									
Ethyl Gasoline Corporation	New York City	2352	2352	....	2184	....	2352	2184	2352
Farm Insurance Committee	Chicago	450	450	....	450	....	450	450	450
Federal Land Banks	Washington, D. C	500	500	....	500	....	400	500	500
Firestone Tire & Rubber Co	Akron, Ohio	4648	4704	....	4368	....	4704	4368	4704
Fisher Body Corporation	Detroit, Mich	3864	3920	....	3640	....	3920	3640	2940
Fleming Bros	Chicago	126	154	....	182	....	168	140	140
Flexible Steel Lacing Co	Chicago	168	168	....	168	....	168	168	168
Ford Motor Company	Detroit, Mich	10920	10976	....	10220	....	10976	10234	11760
Galloway Company, The	Waterloo, Ia	4724	4004	....	882	....	7770	2996	....
General Electric Company	New York City	3108	3136	....	2912	....	3136	2912	....
General Foods Corporation (formerly Postum Company, Inc.)	New York City	12860	12888	....	12132	....	10178	13224	....
General Laboratories, Inc	Madison, Wis	1356	1384	....	1328	....	1384	1528	....
General Mills, Incorporated	Minneapolis, Minn	2114	1568	....	1456	....	1568	1092	....
Gleaner Combine Harvester Co	Independence, Mo	1958	1372	....	728	....	728	3896	....
Goodyear Tire & Rubber Co., Inc., The	Akron, Ohio	5460	5488	....	5096	....	5488	5096	3780
Government of Canada, Department of Immigration	Ottawa, Canada	440	440	....	440	....	440	804	....
Gulf Crushing Co., Inc	New Orleans, La	1278	1442	....	1414	....	1142	1414	1442
Hargrove Co., The	Des Moines, Ia	728	406	....	658	....	98	714	210
Hess & Clark, Inc., Dr	Ashland, Ohio	9128	8876	....	9128	....	7196	8876	8806
Hood Rubber Products Co., Inc.	Watertown, Mass	3024	3024	....	2856	....	3024	2856	....
International Harvester Company of America (Incorporated)	Chicago	11326	11564	....	10948	....	10738	11256	8722
International Live Stock Exposition	Chicago	560	120	....	336	....	1176	92	100
International Paper Company	New York City	922	1128	....	1280	....	1130	916	940
James Manufacturing Company	Ft. Atkinson, Wis	3320	4820	....	2508	....	3922	968	3138
Johnson Ideal Halter Co	Aurora, Ill	168	147	....	62	....	168	168	105
Kato Engineering Co	Mankato, Minn	70	112	....	112	....	70	224	....
Keystone Steel & Wire Co	Peoria, Ill	4608	3000	....	3168	....	3048	2916	3000
K. R. O. Company	Springfield, Ohio	768	754	....	754	....	816	754	754

EXHIBIT No. 9—Continued.

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1930

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Lee Co., Geo. H.	Omaha, Neb.	564	499	....	499	....	499	564	434
Legg Packing Co., A. C.	Birmingham, Ala.	42	168	....	42	....	42	42	42
Linseed Meal Educational Committee	Milwaukee	1344	586	....	504	....	727	1344	840
Litchfield Mfg. Co	Waterloo, Ia.	280	280	....	280	....	280	280	140
72									
Massey-Harris Co., The	Racine, Wis.	900	900	....	900	....	900	900	990
Maytag Company, The	Newton, Ia.	4368	4396	....	4284	....	4396	4172	3612
Minneapolis-Moline Power Implement Company	Minneapolis, Minn.	3010	2982	....	2870	....	3234	4004	....
Mishawaka Rubber & Woolen Mfg. Co	Mishawaka, Ind.	1162	2352	....	1092	....	2744	2912	2744
Missouri Pacific Railroad	St. Louis, Mo.	392	392	....	364	....	392	364	392
Montgomery Ward & Co	Chicago	2884	2912	....	2716	....	2912	2716	168
Moorman Manufacturing Company	Quincy, Ill.	14800	5320	....	6124	....	2984	5568	2968
Murphy Products Co	Burlington, Wis.	8540	5488	....	5992	....	3920	4368	4704
Myers-Sherman Company	Chicago	524	430	....	318	....	280	566	280
New Idea Spreader Co., The	Coldwater, Ohio	2590	2618	....	2506	.....	1384	3234	2618
New York Wire Cloth Company	New York City	1932	784	....	728	....	784	1820	1176
Nitragin Company, The	Milwaukee, Wis.	150	150	....	200	....	150	150	200
Oakland Motor Car Company	Pontiac, Mich.	5432	5488	....	5096	....	5488	5096	4704
Oliver Farm Equipment Company	Chicago	4844	5264	....	5064	....	3728	5428	3008
Oshkosh Overall Co	Oshkosh, Wis.	1540	1568	....	1512	....	1568	728	784
Oyster Shell Products Corporation	New York City	160	80	....	1692	....	310	80	1384
Papec Machine Company	Shortsville, N. Y.	540	774	....	858	....	1156	290	510
Park Davis & Co	Detroit, Mich.	812	868	....	742	....	462	812	812
Pennsylvania Salt Mfg. Co	Philadelphia, Pa.	1652	1680	....	1960	....	504	1596	1680
Perfection Manufacturing Co	Minneapolis, Minn.	600	600	....	600	....	600	600	600
Pickering Governor Co., The	Portland, Conn.	100	100	....	100	....	100	100	100
Plymouth Cordage Company	North Plymouth, Mass	2268	2268	....	2268	....	2268	2268	2268
Purina Mills	St. Louis, Mo.	8400	5040	....	6258	....	3780	6300	5880

Quaker Oats Company, The	Chicago	6174	784	....	6188	....	6664	728	....
R. C. A. Victor Company (Radio Corporation of America)	New York City	4992	5048	....	4768	....	5048	4768	....
Red Top Steel Post Company	Chicago	3000	3000	....	3000	....	3300	3000	3000
Remington Arms Company, Inc	New York City	3920	3920	....	3640	....	3920	3640	....
Reynolds Tobacco Company, R.J.	Winston-Salem, N.C.	3920	3920	....	3640	....	3920	3640	....
Roberts Veterinary Co., Inc., Dr.	Waukesha, Wis	150	646	....	350	....	646	300	350
Rock Island Plow Co	Rock Island, Ill	1160	1160	....	940	....	660	1380	692
Rock Island Stove Company	Rock Island, Ill	1136	1136	....	1120	....	1120	1136	....
Sears Roebuck and Co	Chicago	1176	1176	....	1092	....	1176	1092	1176
Sheel Petroleum Corporation	St. Louis, Mo	3108	3136	....	5964	....	3920	5824	6272
Shumway, R. H	Rockford, Ill	212	115	....	240	....	138	226	....
Skelly Oil Company	El Dorado, Kans	8026	8642	....	8166	....	8642	8138	....
Spohn Medical Co	Goshen, Ind	147	147	....	147	....	147	147	147
Staley Sales Corporation	Decatur, Ill	900	900	....	900	....	900	900	900
Standard Chemical Mfg. Co	Omaha, Nebr	406	406	....	406	....	406	406	....
Stover Mfg. & Engine Co	Feeeport, Ill	928	986	....	754	....	580	1160	1044
Swift & Company	Chicago	2117	1536	....	2448	....	3104	752	5456
Tatro Bros., Inc	Decorah, Ia	238	126	....	126	....	126	126	42
Tobacco By-Products & Chemical Corp., Inc	Louisville, Ky	756	490	....	420	....	490	490	756
Toledo Rex Spray Co., The	Toledo	672	672	....	672	....	672	672	672
Turner Bros	Bladen, Nebr	280	1064	....	168	....	336	168	224
Union Carbide & Carbon Corpn. (National Carbon Company, Inc.)	New York City	4870	5040	....	1456	....	4704	4788	1568
United States Chain & Forging Company	Pittsburgh, Pa	1176	1176	....	1092	....	1176	1092	....
United States Rubber Company (United States Tire Co.)	New York City	5404	5488	....	5096	....	5488	5096	392
Universal Battery Company	Chicago	320	320	....	320	....	320	320	80
Utica Knitting Company	Utica, N. Y	440	440	....	440	....	440	440	....
Vacuum Oil Company	New York City	7189	7252	....	6734	....	7252	6734	7252
Voss Bros. Mfg. Co	Davenport, Ia	1797	1795	....	1795	....	1795	1795	....
Walker Remedy Co	Waterloo, Ia	1031	900	....	900	....	900	900	1038
Western Railways Committee on Public Relations	Chicago	1100	1100	....	1100	....	1100	1100	....
Willhelm Lubrication Co	St. Paul, Minn	347	347	....	347	....	347	271	....
Willys-Overland, Inc	Toledo, Ohio	420	420	....	420	....	420	420	420
Young, Inc., W. F	Springfield, Mass	1652	672	....	672	....	672	2968	476
Yucatan Sisal Growers Co-operative Assn	Yucatan, Mexico	1568	1568	....	1456	....	1568	1456	784

74 CERTIFICATE.

The undersigned hereby certify that they are, respectively, the President and the Secretary of the Advertising Record Company, Inc., and engaged in the business of making and keeping records of the advertisements carried in farm papers, newspapers and other publications of general circulation; that the above and foregoing compilation of the advertisements carried in the publications named in the column headings known as the Mid-West Unit was prepared by said Advertising Record Company, Inc., and the information and data as therein stated is based upon the original records kept by it in its regular course of business and covers all the commercial advertisements of one hundred lines or more carried collectively by the said several publications known as the Mid-West Unit during the period of time purporting to be shown in said report, as taken from the said publications at the time of the issuance thereof. This statement also shows the lineage carried in the Indiana Farmer's Guide, by advertisers named herein, during the same period.

In Testimony Whereof, we hereunto set our hands and affix the seal of said corporation this 29th day of May, 1933.

L. C. BOLAND
President.

(Corporate Seal)

GEO. A. BOLAND
Secretary.

EXHIBIT No. 10.

New York Office 280 Broadway

THE ADVERTISING RECORD COMPANY
1931

Home Office 4247 Hazel Avenue Chicago

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1931

NAME OF ADVERTISER	ADDRESS	Wallaces' Farmer and Iowa Homestead	The Farmer and Farm, Stock and Home Minnesota Edit.	The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	Prairie Farmer Illinois Ed.	Prairie Farmer Indiana Ed.	Wisconsin Agriculturist and Farmer	Nebraska Farmer	Indiana Farmers Guide
76									
Advance-Rumely Thresher Co.,Inc.	La Porte, Ind	1890	1890	756	1890	1890	1890	1890	....
Aermotor Co	Chicago	1260	1260	840	1708	1708	1260	1260	1260
Armour and Company	Chicago	1512	1512	1008	1512	1512	1512	1260	1260
Babson Manufacturing Corporation	Chicago	644	1876	588	1146	1146	1118	1068	....
Burrell-Dugger Co	Indianapolis, Ind	76	197	197	230	230	217	210	....
Case Co., J. I	Racine, Wis	1988	2408	840	1876	1456	1988	3024	1204
Caterpillar Tractor Co	Peoria, Ill	3920	3528	1176	5488	5488	4116	5460	....
Chevrolet Motor Company	Detroit, Mich	5488	5488	3136	5096	5096	6272	5096	6272
Columbus-McKinnon Chain Corporation	Tonawanda, N. Y	392	392	392	364	364	392	364	....
Dane Mfg. Co	Dane, Wis	330	330	92	266	266	112	358	....
De Laval Separator Company, The	New York City	4391	4391	913	4167	1723	4391	4111	3396
Delco-Light Company	Dayton, Ohio	238	840	840	238	210	434	238	28
Dodge Brothers Corporation	Detroit, Mich	1701	1701	1176	1638	1638	1575	1638	1575
Empire Mfg. Company	Washington, Ia	243	229	114	201	201	60	285	229
Ettlinger Casing Company	Kansas City, Mo	298	179	32	200	200	200	277	245
Ethyl Gasoline Corporation	New York City	2352	2352	1568	2184	2184	2352	2184	2352
Federal Land Banks	Washington, D. C	[illegible]00	700	300	700	700	700	700	600
Firestone Footwear Company	Boston, Mass	1176	1176	1176	1092	1092	1176	1092	....
Fisher Body Corporation	Detroit, Mich	3920	3920	2352	3640	3640	3920	3640	3920
Fleming Bros	Chicago	134	148	39	176	176	81	106	162
Ford Motor Company	Detroit, Mich	7840	7840	4704	7280	7280	7840	7280	7840
Gehl Bros. Mfg. Co	West Bend, Wis	126	322	196	126	126	252	168	133
General Food Corporation (Formerly Postum Company, Inc.)	New York City	9481	11245	7129	9061	9061	2184	9061	....
General Laboratories, Inc	Madison, Wis	1596	1596	1400	1568	1568	1596	1568	588
Hargrove Co., The	Des Moines, Ia	280	196	14	182	182	77	182	70
Hess & Clark, Inc., Dr	Ashland, Ohio	2912	2912	2156	2758	2758	2310	2912	2534
Indera Mills Co	Winston-Salem	300	300	300	250	250	300	300	150

Bill of Exceptions.

International Harvester Company of America (Incorporated)	Chicago	10724	11928	7728	11676	11676	11326	10920	10878
International Live Stock Exposition	Chicago	468	112	112	448	448	392	92	98
Jamee Manufacturing Company	Ft. Atkinson, Wis	1568	2018	....	1512	1512	1904	1248	1736
Johnson Ideal Halter Co	Aurora, Ill	63	105	21	42	42	42	84	....
77									
Keystone Steel & Wire Co	Peoria, Ill	2820	2652	840	2652	3156	2784	2484	2316
K. R. O. Company	Springfield, Ohio	270	270	135	270	270	279	270	315
Loud & Co., A. B	Chicago	388	439	205	311	311	50	489	25
Maytag Company, The	Newton, Ia	4144	4144	2100	4088	4088	4144	3668	2520
Mishawaka Rubber & Woolen Mfg. Co	Mishawaka, Ind	112	560	....	840	....	952	896	504
Moorman Manufacturing Company	Quincy, Ill	10408	5320	2768	6152	6152	3952	5568	3552
Murphy Products Co	Burlington, Wis	3136	3920	1568	2996	2996	3920	2912	3136
Myers-Sherman Company	Chicago	326	426	398	526	326	412	426	456
National Board of Fire Underwriters, The	New York City	600	600	600	600	600	600	600	600
Papec Machine Company	Shortsville, N. Y	476	476	364	366	366	155	396	506
Park Davis & Co	Detroit, Mich	616	672	476	616	616	336	616	406
Pennsylvania Salt Mfg. Co	Philadelphia, Pa	1666	2842	504	1610	1421	882	1610	1162
Pillsbury Flour Mills Company	Minneapolis, Minn	1960	2156	784	1876	1876	2156	728	2156
Plymouth Cordage Company	North Plymouth, Mass.	2268	2268	756	2268	2268	2268	2268	2268
Plymouth Motor Corporation	Detroit, Mich	3136	3136	3136	2912	2912	1568	2912	1568
Quaker State Oil Refining Co	Oil City, Pa	2352	2352	1176	2184	2184	1960	2184	....
Red Top Steel Post Company	Chicago	2940	2940	1764	2184	1638	1764	2730	2352
Remington Arms Company, Inc	New York City	1176	1176	392	1092	1092	1176	1092	....
Sear Roebuck and Co	Chicago	2127	2225	1441	2547	2449	2127	2085	2058
Simondsen Iron Works	Sioux Rapids, Ia	84	105	42	196	196	147	147	....
Staley Sales Corporation	Decatur, Ill	1460	1460	560	1460	1460	1460	1460	900
Stover Mfg. & Engine Co	Freeport, Ill	562	562	180	1682	1682	360	562	562
Swift & Company	Chicago	2772	1988	628	3718	1716	3360	988	2976
Tatro Bros., Inc	Decorah, Ia	392	392	280	392	350	392	392	154
Tobacco By-Products & Chemical Corp., Inc	Louisville, Ky	392	392	196	784	392	392	406	392
Union Carbide & Carbon Corpn. (National Carbon Company, Inc.)	New York City	4718	4676	3066	4186	2730	4508	4480	1568
Utica Knitting Company	Utica, N. Y	575	575	575	575	575	575	575	....
Vacuum Oil Company	New York City	3920	3920	3136	3640	3640	4312	3640	3920
Walker Remedy Co	Waterloo, Ia	1038	900	300	1864	1050	900	900	1038
Walsh Company, James M	Milwaukee, Wis	192	192	150	192	150	248	192	....
Willhelm Lubrication Co	St. Paul, Minn	308	308	238	308	308	308	308	70
Young, Inc., W. F	Springfield, Mass	672	672	504	672	672	672	672	672

78 CERTIFICATE.

The undersigned hereby certify that they are, respectively, the President and the Secretary of the Advertising Record Company, Inc., and engaged in the business of making and keeping records of the advertisements carried in farm papers, newspapers and other publications of general circulation; that the above and foregoing compilation of the advertisements carried in the publications named in the column headings known as the Mid-West Unit was prepared by said Advertising Record Company, Inc., and the information and data as therein stated is based upon the original records kept by it in its regular course of business and covers all the commercial advertisements of one hundred lines or more carried collectively by the said several publications known as the Mid-West Unit during the period of time purporting to be shown in said report, as taken from the said publications at the time of the issuance thereof. This statement also shows the lineage carried in the Indiana Farmer's Guide, by advertisers named herein, during the same period.

In Testimony Whereof, we hereunto set our hands and affix the seal of said corporation this 29th day of May, 1933.

L. C. BOLAND
President.

(Corporate Seal)

GEO. A. BOLAND
Secretary.

EXHIBIT No. 11.

New York Office 280 Broadway

THE ADVERTISING RECORD COMPANY
1932

Home Office 4247 Hazel Avenue Chicago

Form 46 SUMMARY AGRICULTURAL PAPERS—THE ADVERTISING RECORD CO. Month of 1932

NAME OF ADVERTISER	ADDRESS	Wallaces' Farmer and Iowa Homestead	The Farmer and Farm, Stock and Home Minnesota Edit.	The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	Prairie Farmer Illinois Ed.	Prairie Farmer Indiana Ed.	Wisconsin Agriculturist and Farmer	Nebraska Farmer	Indiana Farmers Guide
80									
Aermoter Co	Chicago	294	294	294	294	294	294	294	210
American Steel & Wire Company	Chicago	1176	1176	1176	1092	1092	1176	1092	1176
Armour and Company	Chicago	756	756	756	756	756	756	756	756
Babson Manufacturing Corporation	Chicago	216	450	450	292	292	2286	800	....
Burrell-Dugger Co	Indianapolis, Ind.	114	195	195	304	304	266	126	....
Case Co., J. I	Racine, Wis	1344	1344	1344	1652	1288	1344	1708	952
Caterpillar Tractor Co	Peoria, Ill	168	168	168	1624	168	168	1530	....
Chicago Mail Order Co	Chicago	392	392	392	364	364	392	364	980
Coleman Lamp and Stove Company, The	Wichita, Kansas	607	459	459	719	424	519	607	607
Columbia Phonograph Company, Inc	New York City	784	784	784	728	728	784	728	....
De Laval Separator Company, The	New York City	846	846	846	846	846	846	846	....
Dodge Brothers Corporation	Detroit, Mich	420	420	420	420	420	420	420	420
Ethyl Gasoline Corporation	New York City	1960	1960	1960	1820	1820	1960	1820	1568
Federal Land Banks	Washington, D. C	200	592	592	648	200	700	200	200
Firestone Tire & Rubber Co	Akron, Ohio	3136	3920	3920	2912	2912	3920	3640	3920
Flexible Steel Lacing Co	Chicago	126	126	126	126	126	126	126	126
Ford Motor Company	Detroit, Mich	4704	4704	4704	4368	4368	4704	4368	4704
General Foods Corporation (Formerly Postum Company, Inc.)	New York City	17310	18094	19662	16414	16414	17310	17478	....
General Laboratories, Inc	Madison, Wis	1232	1904	1232	1484	1204	1904	1204	....
Goodrich Rubber Company, The B. F	Akron, Ohio	1176	1176	1176	1092	1092	1176	1092	....
Goodyear Tire & Rubber Co., Inc., The	Akron, Ohio	5096	7056	7056	4760	4760	5096	4732	....
Hess & Clark, Inc., Dr	Ashland, Ohio	2100	2100	2100	1876	1876	2100	2100	2100

Indera Mills Co	Winston-Salem, N. C	100	100	100	100	100	100	100	100
International Harvester Company of America, Incorporated	Chicago	3766	3612	3612	3612	3612	3766	3962	3542
International Live Stock Exposition	Chicago	784	112	112	448	448	784	95	112
Iodine Educational Bureau	New York City	350	350	350	364	364	350	350	....
Kerr Glass Mfg. Corp	Sand Springs, Okla.	2112	2118	1162	504	504	1162	2070	....
Keystone Steel & Wire Co	Peoria, Ill	2176	2176	2176	2288	2288	2176	2120	1876
Mantle Lamp Co. of America, Inc., The	Chicago	345	543	543	521	521	521	433	721
Maytag Company, The	Newton, Ia	840	840	840	840	840	840	840	420
Montgomery Ward & Co	Chicago	2352	2352	2352	2240	2240	2352	2184	2352
81									
McCormick Manufacturing Company	Quincy, Ill	784	784	784	728	728	784	728	784
Myers-Sherman Company	Chicago	25	25	25	225	25	225	125	225
National Association of Farm Equip. Mfgrs.	Chicago	1568	1568	1568	1456	1456	1568	1456	1568
National Biscuit Company	New York City	1960	1960	1960	1820	1820	1960	1820	1960
National Board of Fire Underwriters, The	New York City	992	992	992	964	964	992	964	600
Oliver Farm Equipment Company	Chicago	1960	1960	1960	1820	1820	1960	1820	....
Park-Davis & Co	Detroit, Mich	280	196	196	238	238	238	196	56
Pennsylvania Salt Mfg. Co	Philadelphia, Pa	2034	2034	2034	1950	1950	2034	1950	....
Pillsbury Mills Company	Minneapolis, Minn.	2352	2352	2352	2268	2268	2352	2184	1568
Plymouth Cordage Company	North Plymouth, Mass	1890	1890	1890	1890	1890	1890	1890	1890
Premier Malt Products Co	Chicago	980	980	980	980	980	980	980	....
Remington Arms Company, Inc.	New York City	392	392	392	364	364	392	364	....
Sears Roebuck and Co	Chicago	200	200	200	300	300	200	100	....
Shaw Mfg. Co	Galesburg, Kans.	106	106	106	106	106	120	106	120
Stanco, Incorporated	New York City	280	280	280	280	280	280	280	....
Swift & Company	Chicago	2534	2296	1316	2730	1274	2884	1274	980
Staley Sales Corporation	Decatur, Ill	544	544	544	544	544	544	544	....
Tobacco By-Products & Chemical Corp., Inc	Louisville, Ky	398	398	398	398	398	398	398	398
Union Carbide & Carbon Corpn—National Carbon Company, Inc	New York City	532	490	490	448	448	448	574	....
Utica Knitting Company	Utica, N. Y.	715	715	715	715	715	715	715	....
Vick Chemical Co	Greensboro, N. C.	917	917	917	875	875	1141	875	917
Walker Remedy Co	Waterloo, Ia	918	918	918	876	876	918	876	738
Winchester Repeating Arms Co	New Haven, Conn.	640	640	300	640	300	640	640	640
Young, Inc., W. F	Springfield, Mass.	532	532	532	532	532	532	532	532

82 CERTIFICATE.

The undersigned hereby certify that they are, respectively, the President and the Secretary of the Advertising Record Company, Inc., and engaged in the business of making and keeping records of the advertisements carried in farm papers, newspapers and other publications of general circulation; that the above and foregoing compilation of the advertisements carried in the publications named in the column headings known as the Mid-West Unit was prepared by said Advertising Record Company, Inc., and the information and data as therein stated is based upon the original records kept by it in its regular course of business and covers all the commercial advertisements of one hundred lines or more carried collectively by the said several publications known as the Mid-West Unit during the period of time purporting to be shown in said report, as taken from the said publications at the time of the issuance thereof. This statement also shows the lineage carried in the Indiana Farmer's Guide, by advertisers named herein, during the same period.

In Testimony Whereof, we hereunto set our hands and affix the seal of said corporation this 29th day of May, 1933.

L. C. BOLAND
President.

(Corporate Seal)

GEO. A. BOLAND
Secretary.

83 The plaintiff next offered in evidence EXHIBIT #12, which exhibit was as follows:

	The Farmer		Nebraska Farmer	Prairie Farmer		Wallaces' Farmer	Wisconsin Agriculturist
Total Net Paid..... Circulation..... December 31, 1931.....	Minnesota Ed.	164,703		Illinois Ed.	210,445		
	Dakota Ed.	95,333	123,677	Indiana Ed.	106,432	240,166	184,675
	Combined	260,036		Combined	316,877		
Line Rate.....	Minnesota Ed.	$1.25		Illinois Ed.	$1.30		
	Dakota Ed.	.60	$0.85	Indiana Ed.	.70	$1.75	$1.25
	Combined	1.60		Combined	1.80		
Inside Page..... (B & W)	Minnesota Ed.	$980.00		Illinois Ed.	$946.40		
	Dakota Ed.	470.40	$618.80	Indiana Ed.	509.60	$1,372.00	$980.00
	Combined	1,250.00		Combined	1,310.40		
Inside Page..... (B & 1 Color)	Minnesota Ed.	$1,029.00		Illinois Ed.	$993.72		
	Dakota Ed.	493.92	$650.00	Indiana Ed.	535.08	$1,440.60	$1,078.00
	Combined	1,312.00		Combined	1,375.92		
Fourth Cover..... (B & W or B & 1 Color)	Combined Ed. Only	$1,375.00	$680.00	Combined Ed. Only	$1,496.88	$1,509.20	$1,078.00
Half Page Rate.....	Minnesota Ed.	$490.00		Illinois Ed.	$473.20		
	Dakota Ed.	235.20	$309.40	Indiana Ed.	254.80	$686.00	$490.00
	Combined	625.00		Combined	655.20		
Quarter Page Rate.....	Minnesota Ed.	$245.00		Illinois Ed.	$236.60		
	Dakota Ed.	117.60	$154.70	Indiana Ed.	127.40	$343.00	$245.00
	Combined	312.50		Combined	327.60		
Page Size.....	784 lines		728 lines	728 lines		784 lines	784 lines
Column Width.....	2-1/6 in.		2-1/6 in.	2-1/6 in.		2-1/6 in.	2-1/6 in.
Frequency of Publication..	Biweekly		Biweekly	Biweekly		Biweekly	Biweekly
Last Forms Close.....	10 Days Preceding		10 Days Treceding	10 Days Preceding		10 Days Preceding	10 Days Preceding
Line Screen.....	75		85	85		100	100
Primary Circulation	Minnesota The Dakotas		Nebraska	Illinois Indiana		Iowa	Wisconsin

COMBINED RATES
Midwest Farm Paper Unit

Total Net Paid Circulation—1,125,421
(A. B. C. Publishers' Statements, Dec. 31, 1931)

PRAIRIE FARMER
THE NEBRASKA FARMER
WISCONSIN AGRICULTURIST & FARMER
THE FARMER and FARM, STOCK & HOME
WALLACES' FARMER & IOWA HOMESTEAD

Full Page, Inside, Black and White	$4,870.00
Full Page, Inside, Black and 1 Color	5,195.30
Three Full Columns, Black and White	3,822.00
Two Full Columns, Black and White	2,548.00
One Column, Black and White	1,274.00
Line Rate	7.00

SIZE OF PLATES: Page, 728 lines; when desired, 756 lines at same rate. One, two or three full columns, 182 lines per column in all publications. Single column width, 2-1/6 inches; double column, 4-3/8 inches; page width, 9 inches. Half tone 85 screen. Under no circumstances will a rebate be allowed for errors arising from wrong insertion of key numbers. All Unit insertions must be for issues dated for the same calendar month. Individual copy and cuts must be furnished each paper. Closing dates—ten days prior to date of publication.

MIDWEST FARM PAPER UNIT, INC.
Daily News Bldg., Chicago 250 Park Avenue, New York''

Plaintiff's Exhibit No. 12.

85 The plaintiff then offered to read in evidence Exhibit #13, being a page of a booklet labeled on the title page "Prairie Farmer", with the name of the publisher, to which offer the defendants, by counsel, objected as follows:

"The defendant Prairie Farmer Publishing Company objects as immaterial, no proper foundation laid, and not tending to prove in any way any of the allegations of plaintiff's petition. All of the other defendants object on the ground that as to them the exhibit is hearsay and self-serving, is not shown to have been written pursuant to any combination or conspiracy of the defendants and is not binding in any way upon such defendants."

Which objection was overruled and to which ruling the defendants at the time excepted.

Said exhibit was then read in evidence as follows:

86 PLAINTIFF'S EXHIBIT #13.

"Prairie Farmer—Chicago

Prairie Farmer Advertising Rates
Compared with Indiana Farmers Guide.

Both Indiana farm papers are worthy of advertising consideration when an advertising appropriation is large enough to include both papers. If this is not the case, Prairie Farmer offers a buy that should receive most careful consideration.

Prairie Farmer's circulation in Indiana is: 101,499 with outside circulation of only 4,933; the Guide's Indiana circulation is: 116,984 with outside circulation of 43,414.

Advertising Cost When Indiana Alone is Being Considered:

	Line Rate	One Column	Two Columns	Full Page
Prairie Farmer	$ .70	$127.40	$254.80	$509.60
Farmers Guide	1.00	196.00	392.00	784.00
Prairie Farmer Saving	.30	68.60	137.20	274.40

Cost of Covering Indiana When Prairie Farmer is Listed for Illinois and the Combination Rate Applies:

	Line Rate	One Column	Two Columns	Full Page
Prairie Farmer	$ .50	$ 91.00	$182.00	$364.00
Farmers Guide	1.00	196.00	392.00	784.00
Prairie Farmer Saving	.50	105.00	210.00	420.00

Cost of Covering Indiana With Prairie Farmer (Ind. Ed.) Instead of Farmers Guide, When the Midwest Unit is Used to Cover the Eight States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska and Iowa:

	Line Rate	One Column	Two Columns	Full Page
The Farmer (2 Editions)	$1.60	$312.50	$625.00	$1,250.00
Nebraska Farmer	.85	154.70	309.40	618.80
Wallaces' Farmer	1.75	343.00	686.00	1,372.00
Wisconsin Agriculturist	1.25	245.00	490.00	980.00
Prairie Farmer (Ill. Ed.)	1.30	236.60	473.20	946.40
Indiana Farmers Guide	1.00	196.00	392.00	784.00
Total for eight states	$7.75	$1,487.80	$2,975.60	$5,951.20
Unit Rate for 8 states	$7.00	$1,274.00	$2,548.00	$4,870.00
Substitute Prairie Farmer for Indiana and Save	$ .75	$213.80	$427.60	$1,081.20''

87 ORAL EVIDENCE.

Evidence Adduced by Plaintiff.

WILLIAM G. CAMPBELL, a witness called on behalf of the plaintiff, testified on direct examination, in substance, as follows:

My name is William G. Campbell. I reside at Huntington, Indiana, and my business is publisher of the Indiana Farmer's Guide, with which I have been connected about ten years. My part of the work is mainly in connection with securing advertising for the publication.

I am familiar with the circulation of the paper, and the manner in which circulations and the advertising part are obtained. It is a corporation and I own an interest in it. A

year ago the circulation was about 160,000 total. I haven't the exact figures with me for any of this period or any specific time. They vary practically every week. The circulation of the Guide in the past year has varied from about 162,000 to 165,000 from week to week. The circulation in 1928 was approximately 160,000. In 1929 about the same. In 1930 about the same. In 1931 about the same. In 1932 about the same, with this difference, however: The total circulation has remained about the same, but the Indiana circulation during that period has increased perhaps 10,000; the circulation in the outlying states being reduced. In 1928 the circulation was approximately 110,000 in Indiana and about 50,000 outside of the state. In 1929 about the same. In 1930 approximately the same. In 1931 it ranged about the same. In 1932 the circulation in Indiana was about 125,000 and the circulation in other states about 35,000 to 40,000.

The deliveries of the circulation at the points without the state, to the subscribers, are made by the United States Postal Department, by mail. Those subscriptions are obtained by salesmen we employ, who go out through the various states and solicit subscriptions. The circulations to points without the state are mainly the states bordering on Indiana. We
88 receive revenues from these subscriptions. The subscription price is now 60 cents a year.

We classify our advertising in two divisions: commercial and classified. Classified advertising is advertising set in small type under classified headings, without the use of any display type. Commercial advertising is the class of advertising which pays the regular commercial rate an inch for display type used.

I could not give you any definite estimate of the relative percentage in value of the commercial advertising as compared with the classified advertising, without consulting the figures, but the commercial advertising is very much in excess of the classified advertising, because of the higher rate.

The electrotypes used in advertising come either direct from the advertiser or from his advertising agent. They may come from Chicago or Portland, Oregon, or New York or San Francisco, or New Orleans, or any place where the advertiser happens to be located, or where the agency happens to be located. After receiving them they are made up into pages and printed in the paper. The forms for the advertising, after the advertisement has been run, are taken down and the electrotypes preserved subject to the order of the adver-

tiser. These different advertisements come from points without the state, as well as from points within. Approximately 90 per cent of the gross amount of display advertisements comes from points without the state.

We obtain the advertising that comes from points without the state by the means of writing letters to advertisers throughout the country, sending out soliciting agents from our own officers, and through the representatives whom we have located in various cities throughout the country.

I have made an examination of the advertising lists as disclosed in Exhibits Numbers 7-11, both inclusive, being the data compiled by the Advertising Record Company, and compared the accounts that are named therein, with our records.

89 Q. And can you state how many of those accounts have been appearing in the Guide, or did appear in the Guide during the same period of time, being the years 1928 to 1932, both inclusive, but subsequently were dropped from the Guide, but appeared in the Mid-West Unit?

A. There were forty-six such accounts.

Q. Do you know the aggregate of the lineage of those accounts?

A. I have the figures for the total eighty-one accounts, but not for the forty-six.

Q. What do you mean by eighty-one accounts—what is added to the forty-six to make the eighty-one?

A. The eighty-one accounts is the total number that we lost to the Unit.

In saying we lost to the Unit, I mean these eighty-one accounts are advertisers who generally use all of the farm papers in a certain territory—such as the territory covered by the Mid-West Unit papers. They quit advertising at various times during the last five years, some before the depression started. I couldn't answer definitely how many of those were in the Guide but subsequently dropped and did appear in the Unit during the five year period that is covered by the report of the Advertising Record Company. I think our accountant has compiled figures on that question. The total figures of lineage that appeared in the Mid-West Unit group of papers during the five year period, that did not appear in the Guide, including those whether they were dropped from the Guide during that period or not and whethey they may have been new accounts or otherwise, are 194,707 lines. I arrived at that amount by taking the lineage as quoted in this Exhibit

from the Advertising Record Company, that appeared in the Unit and did not appear in the Guide. In saying it ap-
90 peared in the Unit, I mean it appeared in each member of the Unit. That report of the Advertising Record Company assumes to show only the accounts which appeared in all the members of the Unit.

As to the approximate time when the Prairie Farmer, Indiana Edition, first appeared, I understand that in 1928 they printed a line 'Indiana Edition' on the copies which were mailed to Indiana.

There was no cross-examination.

HARRY BOGGS, called by plaintiff, testified on direct examination as follows:

My name is Harry Boggs. I live at Indianapolis. Have been a certified public accountant for about fifteen years. Prior to 1910 I was a bookkeeper at Terre Haute. In that year I was appointed Field Auditor for the State Board of Accounts and served there until 1913 when I was appointed as the Traveling Auditor for the Public Service Commission. In 1915 I was made chief of the accounting department and served until 1924, when I resigned and formed the partnership of Herdrich & Boggs, which has continued to the present time.

I have made an examination of the compilation of data made by Advertising Record Company for the years 1928 to 1932, being the documents which have been admitted in evidence in this case as Exhibits Numbers 7 to 11, inclusive. From those exhibits I made a summary of the total lineage of all the accounts in each of the Mid-West Unit group, which include the Wallace Farmer of Iowa; The Farmer and Farm, Stock and Home of Minnesota; The Farmer and Farm, Stock and Home of Dakota; Prairie Farmer, Illinois Edition;
91 Prairie Farmer, Indiana Edition; Wisconsin Agriculturist of Wisconsin, and the Nebraska Farmer.

I have made a summary of the total lineage of all accounts in each of the papers which I have named, which lineage was carried in the Indiana Farmer's Guide in either the years 1928, '29, '30, '31 or '32, but omitted from the Indiana Farmer's Guide in either of the years '29 to '32, inclusive. Exhibit 14 is a correct copy of my compilation and summary referred to, and Exhibit 15 as identified by the reporter, con-

tains the detail and itemized names and linage of the several accounts for the several years named in the previous question that are included in the summary identified as Exhibit 14. I also made from an examination of Exhibits 7 to 11, inclusive, a summary of the total lineage of all of the accounts which appeared in the Mid-West Unit group in 1928 to 1932, inclusive, but which did not appear in the Indiana Farmer's Guide in either the years 1928, '29, '30, '31 or '32. Plaintiff's Exhibit 16 is a correct copy of that summary. Plaintiff's Exhibit 17 contains the itemized list, including the names of the advertisers and addresses, and the number of lines of advertising in each of the Mid-West papers referred to in the summary in Exhibit 16. There are two supporting sheets.

I also, from the Exhibits 7 to 11, inclusive, prepared a summary of the total lineage of all the accounts which appeared in the Mid-West Unit group, but which did not appear in the Indiana Farmer's Guide in the years 1928, '29, '30, '31 and '32, which is Exhibit 18. Exhibit 19 contains the itemized list including the names of the advertisers, their addresses and the amount of lineage in each of the Mid-West group papers as summarized in Exhibit 18.

EXHIBITS NUMBERS 14 to 19, inclusive, were thereupon offered in evidence, pending the admission of which
92 the witness further testified in response to questions propounded by counsel for the defendants, and the Court, in substance as follows:

These exhibits were made exclusively from those Advertising Record Company reports. The list of advertisers are there. The advertisements under a hundred lines, I think the certificate states, were excluded from that list. I am pretending to give a picture of the lineage in any of these papers for any of the years for which I have prepared the exhibits, complete only in so far as those certified copies go. If they had less than one hundred lines, they are not shown. That is what the certificate states. We do know something about the company's business, based on the audits we have been making for years, but those exhibits are based wholly on the certified copies of the Advertising Record Company.

The defendants' objections to the introduction of Exhibits 14 to 19, inclusive, were thereupon overruled and said exhibits were read in evidence, as follows:

93

EXHIBIT No. 14.

SUMMARY OF TOTAL LINEAGE OF ALL ACCOUNTS IN EACH OF THE MID-WEST UNIT GROUP WHICH LINEAGE WAS CARRIED IN THE INDIANA FARMERS GUIDE IN EITHER THE YEARS 1928, 1929, 1930, 1931 OR 1932 BUT WAS OMITTED FROM THE INDIANA FARMERS GUIDE IN EITHER THE YEARS 1929, 1930, 1931 OR 1932.

	Homestead	(A) Wallaces' Farmer and Iowa Edit.	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	(D) Prairie Farmer Illinois Ed.	(E) Prairie Farmer Indiana Ed.	(F) Wisconsin Agriculturist and Farmer	(G) Nebraska Farmer
1	Year 1929	10,444	10,752	.....	10,136	.....	10,752	10,500
2	Year 1930	28,898	28,634	.....	28,970	.....	32,194	22,936
3	Year 1931	7,885	8,767	3,083	9,850	9,808	8,890	9,786
4	Year 1932	14,396	17,220	16,548	15,524	13,788	17,054	15,556
5	Totals	61,623	65,373	19,631	64,480	23,596	68,590	58,778

Lineage figures based on compilations furnished by The Advertising Record Company.

Total Lineage of All Accounts in Each of the Mid-West Unit Gro
but Was Omitted from the

(A)

	Name of Advertiser	Address	Wallaces' Farmer and Iowa Homestead
1	Government of Canada—Dept. of Immigration	Ottawa, Canada	1,000
2	Montgomery Ward & Co	Chicago	3,780
3	R. C. A. Victor Company, Inc	New York City	5,964
4	Totals		10,444

Total Lineage of All Accounts in Each of the Mid-West Unit Gr
Years 1928 or 1929 but Was Omitted f

5	Advance-Rumely Thresher Co., Inc	La Porte, Indiana	1,512
6	Babson Manufacturing Corporation	Chicago	266
7	Government of Canada—Dept. of Immigration	Ottawa, Canada	440
8	Hood Rubber Products Co., Inc	Watertown, Mass	3,024
10	Quaker Oats Company	Chicago	6,174
11	R. C. A. Victor Company, Inc	New York City	4,992
12	Reynolds Tobacco Co., R. J	Winston-Salem, N. C.	3,920
13	Remington Arms Company, Inc	New York City	3,920
14	Rock Island Stove Company	Rock Island, Ill	1,136
15	Standard Chemical Mfg. Co	Omaha, Neb	406
16			
17	General Electric Company	New York City	3,108
18			
19	Totals		28,898

Total Lineage of All Accounts in Each of the Mid-West U
Either in the Years 1928, 1929 or 1930, but Was

20	Advance-Rumely Thresher Co., Inc	La Porte, Indiana	1,890
21	Babson Manufacturing Corporation	Chicago	644
22	Caterpillar Tractor Co	Peoria, Ill	3,920
23			
24			
25	Johnson Ideal Halter Co	Aurora, Ill	63
26			
27	Remingt n Arms Company, Inc	New York City	1,176
28	Walsh Company, James M	Milwaukee, Wis	192
29			
30	Totals		7,885

94

EXHIBIT No. 15.

Total Lineage of All Accounts in Each of the Mid-West Unit Group Which Lineage Was Carried in the Indiana Farmers Guide in the Year 1928 but Was Omitted from the Indiana Farmers Guide in the Year 1929.

	Name of Advertiser	Address	(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	(D) Prairie Farmer Illinois Ed.	(E) Prairie Farmer Indiana Ed.	(F) Wisconsin Agricul-turist and Farmer	(G) Nebraska Farmer	(H) Advertising carried in Indiana Farmers Guide: Year	(I) Advertising carried in Indiana Farmers Guide: Lineage
1	Government of Canada—Dept. of Immigration	Ottawa, Canada	1,000	1,000	Started	1,000	Started	1,000	1,364	1928	1,490
2	Montgomery Ward & Co	Chicago	3,780	3,920	in year	3,640	in year	3,920	3,640	1928	5,488
3	R. C. A. Victor Company, Inc	New York City	5,664	5,832	1931	5,496	1931	5,832	5,496	1928	1,568
4	Totals		10,444	10,752		10,136		10,752	10,500		
	Total Lineage of All Accounts in Each of the Mid-West Unit Group Which Lineage Was Carried in the Indiana Farmers Guide Either in the Years 1928 or 1929 but Was Omitted from the Indiana Farmers Guide in the Year 1930.										
5	Advance-Rumely Thresher Co., Inc	La Porte, Indiana	1,512	2,646		1,890		1,890	1,512	1929	2,016
6	Babson Manufacturing Corporation	Chicago	266	4,174	Started	1,110	Started	2,626	534	1929	400
7	Government of Canada—Dept. of Immigration	Ottawa, Canada	440	440	in year 1931	440	in year 1931	440	804	1928	1,490
8	Hood Rubber Products Co., Inc	Watertown, Mass	3,024	3,024		2,856		3,024	2,856	1928	1,176
										1929	1,176
10	Quaker Oats Company	Chicago	6,174	784		6,188		6,664	728	1929	3,528
11	R. C. A. Victor Company, Inc	New York City	4,992	5,048		4,768		5,048	4,768	1928	1,568
12	Reynolds Tobacco Co., R. J	Winston-Salem, N. C	3,920	3,920		3,640		3,920	3,640	1928	2,520
13	Remington Arms Company, Inc	New York City	3,920	3,920		3,640		3,920	3,406	1929	2,688
14	Rock Island Stove Company	Rock Island, Ill	1,136	1,136		1,120		1,120	1,136	1929	1,680
15	Standard Chemical Mfg. Co	Omaha, Neb	406	406		406		406	406	1928	434
16										1929	392
17	General Electric Company	New York City	3,108	3,136		2,912		3,136	2,912	1928	2,520
18										1929	1,680
19	Totals		28,898	28,634		28,970		32,194	22,936		
	Total Lineage of All Accounts in Each of the Mid-West Unit Group Which Lineage Was Carried in the Indiana Farmers Guide Either in the Years 1928, 1929 or 1930, but Was Omitted from the Indiana Farmers Guide in the Year 1931.										
20	Advance-Rumely Thresher Co., Inc	La Porte, Indiana	1,890	1,890	756	1,890	1,890	1,890	1,890	1929	2,016
21	Babson Manufacturing Corporation	Chicago	644	1,876	588	1,146	1,146	1,118	1,068	1929	400
22	Caterpillar Tractor Co	Peoria, Ill	3,920	3,528	1,176	5,488	5,488	4,116	5,460	1928	588
23										1929	1,176
24										1930	2,712
25	Johnson Ideal Halter Co	Aurora, Ill	63	105	21	42	42	42	84	1929	193
26										1930	105
27	Remington Arms Company, Inc	New York City	1,176	1,176	392	1,092	1,092	1,176	1,092	1929	2,688
28	Walsh Company, James M	Milwaukee, Wis	192	192	150	192	150	248	192	1928	1,106
29										1929	140
30	Totals		7,885	8,767	3,083	9,850	9,808	8,590	9,786		

95

EXHIBIT No. 15.

Total Lineage of All Accounts in Each of the Mid-West Unit Group Which Lineage Was Carried in the Indiana Farmers Guide Either in the Years 1928, 1929, 1930 or 1931, but Was Omitted from the Indiana Farmers Guide in the Year 1932.

	Name of Advertiser	Address	(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	(D) Prairie Farmer Illinois Ed.	(E) Prairie Farmer Indiana Ed.	(F) Wisconsin Agriculturist and Farmer	(G) Nebraska Farmer	(H) Advertising carried in Indiana Farmers Guide Year	(I) Lineage
1	Babson Manufacturing Corporation	Chicago	216	450	450	292	292	2,286	800	1929	400
2	Caterpillar Tractor Co	Peoria, Ill	168	168	168	1,624	168	168	1,530	1928	588
3										1929	1,176
4										1930	2,712
5	De Laval Separator Company, The	New York City	846	846	846	846	846	846	846	1928	3,857
6										1929	3,293
7										1930	2,727
8										1931	3,396
9	Goodrich Rubber Company, The B. F	Akron, Ohio	1,176	1,176	1,176	1,092	1,092	1,176	1,092	1928	5,672
10	Goodyear Tire & Rubber Co., Inc., The	Akron, Ohio	5,096	7,056	7,056	4,760	4,760	5,096	4,732	1928	4,704
11										1929	3,920
12										1930	3,780
13	General Laboratories, Inc	Madison, Wis	1,232	1,904	1,232	1,484	1,204	1,904	1,204	1931	586
14	Oliver Farm Equipment Company	Chicago	1,960	1,960	1,960	1,820	1,820	1,960	1,820	1929	2,760
15										1930	3,008
16	Pennsylvania Salt Mfg. Co	Philadelphia, Pa	2,034	2,034	2,034	1,950	1,950	2,034	1,950	1929	1,568
17										1930	1,680
18										1931	1,162
19	Remington Arms Company, Inc	New York City	392	392	392	364	364	392	364	1929	2,688
20	Sears Roebuck and Company	Chicago	200	200	200	300	300	200	100	1928	1,568
21										1929	1,568
22										1930	1,176
23										1931	2,058
24	Staley Sales Corporation	Decatur, Ill	544	544	544	544	544	544	544	1930	900
25										1931	900
26	Union Carbide & Carbon Corpn	New York City	532	490	490	448	448	448	574	1928	3,416
27										1929	3,136
28										1930	1,568
29										1931	1,568
30	Totals		14,396	17,220	16,548	15,524	13,788	17,054	15,556		

Lineage figures based on compilations furnished by The Advertising Record Company.

EXHIBIT No. 16.

SUMMARY OF TOTAL LINEAGE OF ALL ACCOUNTS WHICH APPEARED IN THE MID-WEST UNIT GROUP IN YEARS 1928, 1929, 1930, 1931 AND 1932 BUT WHICH DID NOT APPEAR IN THE INDIANA FARMERS GUIDE IN EITHER OF THE YEARS 1928, 1929, 1930, 1931 OR 1932.

		(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	(D) Prairie Farmer Illinois Ed.	(E) Prairie Farmer Indiana Ed.	(F) Wisconsin Agriculturist and Farmer	(G) Nebraska Farmer
1	Year 1928	28,793	29,367	.....	24,833	.....	26,207	30,207
2	Year 1929	39,415	40,584	.....	34,860	.....	35,466	39,494
3	Year 1930	45,053	42,352	.....	37,285	.....	42,519	44,329
4	Year 1931	14,466	16,372	10,779	13,968—	13,968	6,763	13,991
5	Year 1932	22,645	23,515	24,128	20,289	20,289	21,847	22,727
6	Total	150,372	152,191	34,907	131,235	34,257	132,802	150,748

Plaintiff's Exhibit No. 16.

EXHIBIT No. 17.

Total Lineage of all Accounts which Appeared in the Mid-West Unit Group in Year 1928, but which did not Appear in the Indiana Farmers Guide in Either of the Years 1928, 1929, 1930, 1931 or 1932.

	Name of Advertiser	Address	(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) Prairie Farmer Illinois Ed.	(D) Wisconsin Agriculturist and Farmer	(E) Nebraska Farmer
1	Acetol Products, Inc	New York City	2,924	2,394	2,394	2,144	2,394
2	American Chain Company	Bridgeport, Conn	1,434	1,434	1,434	1,434	1,434
3	Amtorg Trading Corp	New York City	168	168	168	112	112
4	Armstrong Cork Company	Lancaster, Pa	3,780	3,920	3,640	3,920	3,640
5	Chicago & Northwestern Railway	Chicago	522	466	431	566	386
6	Corn Products Refining Company	New York City	1,134	1,176	1,092	1,896	1,092
7	Cottonseed Products Association	Dallas, Texas	896	672	896	896	896
8	Cushman Motor Works, The	Lincoln, Neb	376	376	376	376	412
9	Electric Storage Battery Company, The	Philadelphia, Pa	1,092	1,092	1,092	1,092	1,092
10	Kotex Company	Neenah, Wis	756	784	728	784	728
11	Lambert Pharmacal Company	St. Louis, Mo	6,048	6,272	5,824	6,272	5,824
12	Lehigh Portland Cement Company	Allentown, Pa	1,512	1,512	1,512	1,512	1,512
13	Meadows Manufacturing Company, The	Bloomington, Ill	1,890	1,960	728	1,176	2,828
14	Omaha Tanning Co	Omaha, Neb	2,880	1,358	1,078	350	2,846
15	Pictorial Review Company, The	New York City	756	784	728	784	728
16	Sandwich Mfg, Co	Sandwich, Ill	432	2,034	420	420	1,810
17	U. S. Mail Order Co	St. Paul, Minn	307	736	63	244	244
18	Utica Knitting Company	Utica, N. Y	400	400	400	400	400
19	Wards Medical Co., Dr	Winona, Minn	126	189	189	189	189
20	Western Railway Committee on Public Rela-						
21	tions	Chicago	1,360	1,640	1,640	1,640	1,640
22	Totals		28,793	29,367	24,833	26,207	30,207

beage of all Accounts which Appeared in the Mid-West Unit Group in Year 1929, but which did Appear in the Indiana Farmers Guide in Either of the Years 1928, 1929, 1930, 1931 or 1932.

.....	New York City.....	2,678	2,160	2,608	2,156	2,072
.....	Providence, R. I.....	1,134	1,176	1,092	1,176	1,092
ny, Inc.....	Bridgeport, Conn.....	1,440	1,440	1,440	1,440	1,440
Company, The.....	Middletown, Ohio.....	2,268	2,352	2,184	2,352	2,184
.....	New York City.....	1,176	1,344	1,344	1,400	1,344
ion.....	Jersey City, N. J.....	1,134	1,176	1,092	1,176	1,092
hain Corporation.....	Tonawanda, N. Y.....	672	672	672	672	1,764
any.....	Malden, Mass.....	1,020	1,020	1,068	1,020	1,020
Company.....	New York City.....	1,899	1,960	1,456	2,680	1,820
tion, The.....	Cincinnati, Ohio.....	924	840	840	840	1,046
.....	Chattanooga, Tenn....	189	196	182	196	182
tion.....	New York City.....	4,158	4,312	4,004	4,312	4,004
ated.....	Minneapolis, Minn....	2,268	3,326	3,122	2,150	2,184
ny.....	Eau Claire, Wis.....	1,050	1,050	1,050	1,050	1,050
.....	Mankato, Minn.....	824	450	252	150	616
mpany.....	St. Louis, Mo.....	2,268	2,352	2,184	2,352	2,184
g Company, The.....	Bloomington, Ill.....	378	392	364	392	364
o., Inc.....	New York City.....	1,512	1,568	1,456	1,568	1,456
.....	Lansing, Mich.....	756	784	728	784	728
.....	El Dorado, Kans.....	7,353	7,612	2,964	2,730	7,094
Minnesota Assn.....	St. Paul, Minn.....	407	378	378	378	378
.....	Davenport, Ia.....	1,942	1,502	1,914	1,970	1,914
mittee on Public Rela...	Chicago.....	840	1,360	1,360	1,360	1,360
k Mfg. Co.....	East Pittsburgh, Pa...	1,134	1,162	1,106	1,162	1,106
.....		39,415	40,584	34,860	35,466	39,494

EXHIBIT No. 17.

Total Lineage of all Accounts which appeared in the Mid-West Unit Group in Year 1930 but which did not appear in the Indiana Farmers Guide in either of the Years 1928, 1929, 1930, 1931 or 1932

ame of Advertisers	Address	(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) The Farmer and Farm, Stock and Home Dakota-Montana Edit.	(D) Prairie Farmer Illinois Ed.	(E) Prairie Farmer Indiana Ed.	(F) Wisconsin Agricul-turist and Farmer	(G) Nebraska Farmer
ducts Inc	New York City	3,324	2,568	.....	3,184	.....	2,368	2,456
Chain Company, Inc	Bridgeport, Conn	1,314	1,314	.....	1,314	.....	1,314	1,314
he	Des Moines, Ia	1,334	750	.....	500	.....	500	1,050
rd Co. The	Minneapolis, Minn	490	490	.....	490	.....	490	490
Co	Danes, Wis	448	476	.....	252	.....	448	196
Incubator Co	Des Moines, Ia	264	168	.....	168–	.....	168	232
Life Assurance Society of the tates, The	New York City	392	392	.....	364	.....	392	364
Company, The	Waterloo, Ia	4,724	4,004	.....	882	.....	7,770	2,996
ods Corporation	New York City	12,860	12,888	.....	12,132	.....	10,178	13,224
lls, Incorporated	Minneapolis, Minn	2,114	1,568	.....	1,456	.....	1,568	1,092
mbine Harvester Co	Independence, Mo	1,958	1,372	.....	728	.....	728	3,896
neering Co	Mankato, Minn	70	112	.....	112	.....	70	224
s-Moline Power Implement Co	Minneapolis, Minn	3,010	2,982	.....	2,870	.....	3,234	4,004
R. H	Rockford, Ill	212	115	.....	240	.....	138	226
Company	El Dorado, Kan	8,026	8,642	.....	8,166	.....	8,642	8,138
tes Chain & Forging Company	Pittsburgh, Pa	1,176	1,176	.....	1,092	.....	1,176	1,092
ting Company	Utica, N. Y	440	440	.....	440	.....	440	440
Mfg. Co	Davenport, Ia	1,797	1,795	.....	1,795	.....	1,795	1,795
ilways Committee on elations	Chicago, Ill	1,100	1,100	.....	1,100	.....	1,100	1,100
ls		45,053	42,352	.....	37,285	.....	42,519	44,329

Total Lineage of all Accounts which appeared in the Mid-West Unit Group in Year 1931 but which did not appear in the Indiana Farmers Guide in either the Years 1928, 1929, 1930, 1931 or 1932

Burrell-Dugger Co	Indianapolis, Indiana	76	197	197	230	230	217	210
Columbus-McKinnon Chain Corporation	Tonawando, N. Y.	392	392	392	364	364	392	364
Dane Mfg. Co	Dane, Wis	330	330	92	266	266	112	358
Firestone Footwear Company	Boston, Mass	1,176	1,176	1,176	1,092	1,092	1,176	1,092
General Food Corporation	New York City	9,481	11,245	7,129	9,061	9,061	2,184	9,061
Quaker State Oil Refining Co	Oil City, Pa	2,352	2,352	1,176	2,184	2,184	1,960	2,184
Simondsen Iron Works	Sioux Rapids, Ia	84	105	42	196	196	147	147
Utica Knitting Company	Utica, N. Y	575	575	575	575	575	575	575
Totals		14,466	16,372	10,779	13,968	13,968	6,763	13,991

Total Lineage of all Accounts which appeared in the Mid-West Unit Group in Year 1932 but which did not appear in the Indiana Farmers Guide in either of the Years 1928, 1929, 1930, 1931 or 1932

Burrell-Dugger Co	Indianapolis, Indiana	114	195	195	304	304	266	126
Columbia Phonograph Company, Inc	New York City	784	784	784	728	728	784	728
General Foods Corporation	New York City	17,310	18,094	19,662	16,414	16,414	17,310	17,478
Iodine Educational Bureau	New York City	350	350	350	364	364	350	350
Kerr Glass Mfg. Corp	Sand Springs, Okla	2,112	2,118	1,162	504	504	1,162	2,070
Premier Malt Products Co	Chicago, Ill	980	980	980	980	980	980	980
Stanco Incorporated	New York City	280	280	280	280	280	280	280
Utica Knitting Company	Utica, N. Y	715	715	715	715	715	715	715
Totals		22,645	23,516	24,128	20,289	20,289	21,847	22,727

99

EXHIBIT 18

Summary of Total Lineage of all Accounts which appeared in the Mid-West Unit Group but which did not appear in the Indiana Farmers Guide in the Years 1928, 1929, 1930, 1931 and 1932

		(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) The Farmer and Farm, Stock and Home Dakotas-Montana Edit.	(D) Prairie Farmer Illinois Ed.	(E) Prairie Farmer Indiana Ed.	(F) Wisconsin Agricul-turist and Farmer	(G) Nebraska Farmer	(I) 6 Indiana Farmers Guide
1	Year 1928	29,830	30,380	.....	25,758	.....	27,188	31,244	.....
2	Year 1929	51,153	53,204	.....	46,920	.....	48,170	50,990	.....
3	Year 1930	75,654	72,717	.....	67,930	.....	76,444	69,064	.....
4	Year 1931	22,351	25,139	13,862	23,818	23,776	15,353	23,777	.....
5	Year 1932	37,041	40,736	40,676	35,813	34,077	38,901	38,283	.....
6	Totals	216,029	222,176	54,538	200,239	57,853	206,056	213,358	.....

Lineage figures based on compilations furnished by The Advertising Record Company.

EXHIBIT 19.

Total Lineage of all Accounts which Appeared in the Mid-West Unit Group, but which did not Appear in the Indiana Farmers Guide in the Year 1928.

	Name of Advertiser	Address	(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) The Farmer and Farm, Prairie Farmer Illinois Ed.	(D) Wisconsin Agriculturist and Farmer	(E) Nebraska Farmer	(F) Indiana Farmers Guide
1	Acetol Products, Inc	New York City	2,924	2,394	2,394	2,144	2,394	.....
2	American Chain Company	Bridgeport, Conn	1,434	1,434	1,434	1,434	1,434	.....
3	Amtorg Trading Corp	New York City	168	168	168	112	112	.....
4	Armstrong Cork Company	Lancaster, Pa	3,780	3,920	3,640	3,920	3,640	.....
5	Chicago & Northwestern Railway	Chicago	522	466	431	566	386	.....
6	Corn Products Refining Company	New York City	1,134	1,176	1,092	1,896	1,092	.....
7	Cottonseed Products Association	Dallas, Texas	896	672	896	896	896	.....
8	Cushman Motor Works, The	Lincoln, Neb	376	376	376	376	412	.....
9	Electric Storage Battery Company, The	Philadelphia, Pa	1,092	1,092	1,092	1,092	1,092	.....
10	Kotex Company	Neenah, Wis	756	784	728	784	728	.....
11	Lambert Pharmacal Company	St. Louis, Mo	6,048	6,272	5,824	6,272	5,824	.....
12	Lehigh Portland Cement Company	Allentown, Pa	1,512	1,512	1,512	1,512	1,512	.....
13	Meadows Manufacturing Company, The	Bloomington, Ill	1,890	1,960	728	1,176	2,828	.....
14	Omaha Tanning Co	Omaha, Neb	2,880	1,358	1,078	350	2,846	.....
15	Pictorial Review Company, The	New York City	756	784	728	784	728	.....
16	Salsbury, Dr. J. E	Charles City, Ia	279	255	167	223	279	.....
17	Sandwich Mfg. Co	Sandwich, Ill	432	2,034	420	420	1,810	.....
18	U. S. Mail Order Co	St. Paul, Minn	307	736	63	244	244	.....
19	Utica Knitting Company	Utica, N. Y	400	400	400	400	400	.....
20	Wards Medical Co., Dr	Winona, Minn	126	189	189	189	189	.....
21	Western Railways Committee on Public Rela-							
22	tions	Chicago	1,360	1,640	1,640	1,640	1,640	.....
23	Wood Brothers Thresher Company	Des Moines, Ia	758	758	758	758	758	.....
24	Totals		29,830	30,380	25,758	27,188	31,244	.....

Total Lineage of all Accounts which Appeared in the Mid-West Unit Group, but which did not Appear in the Indiana Farmers Guide in the Year 1929.

25	Acetol Products, Inc	New York City	2,678	2,160	2,608	2,156	2,972	
26	Alvin Corporation, The	Providence, R. I	1,134	1,176	1,092	1,176	1,092	
27	American Chain Company, Inc	Bridgeport, Conn	1,440	1,440	1,440	1,440	1,440	
28	American Rolling Mill Company, The	Middletown, Ohio	2,268	2,352	2,184	2,352	2,184	
29	Amtorg Trading Corp	New York City	1,176	1,344	1,344	1,400	1,344	
30	Bond Electric Corporation	Jersey City, N. J	1,134	1,176	1,092	1,176	1,092	
31	Columbus-McKinnon Chain Corporation	Tonawanda, N. Y	672	672	672	672	1,764	
32	Converse Rubber Company	Malden, Mass	1,020	1,020	1,068	1,020	1,020	
33	Corn Products Refining Company	New York City	1,890	1,960	1,456	2,680	1,820	
34	Crosley Radio Corporation, The	Cincinnati, Ohio	924	840	840	840	1,046	
35	Doughty, Charles L	Chattanooga, Tenn	189	196	182	196	182	
36	General Foods Corporation	New York City	4,158	4,312	4,004	4,312	4,004	
37	General Laboratories, Inc	Madison, Wis	818	1,392	1,448	1,476	716	
38	General Mills, Incorporated	Minneapolis, Minn	2,268	3,326	3,122	2,150	2,184	
39	Gillette Rubber Company	Eau Claire, Wis	1,050	1,050	1,050	1,050	1,050	
40	Government of Canada—Dept. of Immigration	Ottawa, Canada	1,000	1,000	1,000	1,000	1,364	
41	Kato Engineering Co	Mankato, Minn	824	450	252	150	616	
42	Lambert Pharmacal Company	St. Louis, Mo	2,268	2,352	2,184	2,352	2,184	
43	Meadows Manufacturing Company, The	Bloomington, Ill	378	392	364	392	364	
44	Montgomery Ward & Co	Chicago	3,780	3,920	3,640	3,920	3,640	
45	National Bellas Hess Co., Inc	New York City	1,512	1,568	1,456	1,568	1,456	
46	Olds Motor Works	Lasning, Mich	756	784	728	784	728	
47	R. C. A. Victor Company, Inc., Radio Corp. of Am	New York, City	5,664	5,832	5,596	5,832	5,496	
48	Skelly Oil Company	El Dorado, Kan	7,353	7,612	2,964	2,730	7,094	
49	Ten Thousand Lakes of Minnesota Assn	St. Paul, Minn	407	378	378	378	378	
50	Vose Bros. Mfg. Co	Davenport, Ia	1,942	1,502	1,914	1,970	1,914	
51	Western Rlys. Committee on Public Relations	Chicago	840	1,360	1,360	1,360	1,360	
52	Westinghouse Electric & Mfg. Company	East Pittsburgh, Pa	1,134	1,162	1,106	1,162	1,106	
53	Willhelm Lubrication Co	St. Paul, Minn	476	476	476	476	280	
54	Totals		51,163	53,204	46,920	48,170	50,990	

Lineage figures based on compilations furnished by The Advertising Record Company.

Total Lineage of all Accounts which Appeared in the Mid-West Unit Group, but which did not Appear in the Indiana Farmers Guide in the Year 1930.

	Address	(A) Wallaces' Farmer and Iowa Homestead	(B) The Farmer and Farm, Stock and Home Minnesota Edit.	(C) Prairie Farmer Illinois Ed.	(D) Wisconsin Agricul-turist and Farmer	(E) Nebraska Farmer	(F) Indiana Farmers Guide
.....	New York City.....	3,324	2,568	3,184	2,368	2,456	.....
., Inc.....	La Porte, Indiana.....	1,512	2,646	1,890	1,890	1,512	.....
c.....	Bridgeport, Conn.....	1,314	1,314	1,314	1,314	1,314	.....
ation.....	Chicago.....	266	4,174	1,110	2,626	534	.....
.....	Des Moines, Ia.....	1,334	750	500	500	1,050	.....
.....	Minneapolis, Minn....	490	490	490	490	490	.....
.....	Dane, Wis.....	448	476	252	448	196	.....
.....	Des Moines, Ia.....	264	168	168	168	232	.....
iety of the							
.....	New York City.....	392	392	364	392	364	.....
.....	Waterloo, Ia.....	4,724	4,004	882	7,700	2,996	.....
.....	New York City.....	3,108	3,136	2,912	3,136	2,912	.....
.....	New York City.....	12,860	12,888	12,132	10,178	13,224	.....
.....	Madison, Wis.....	1,356	1,384	1,328	1,384	1,528	.....
.....	Minneapolis, Minn....	2,114	1,568	1,456	1,568	1,092	.....
Co.....	Independence, Mo.....	1,958	1,372	728	728	3,896	.....
rtment of							
.....	Ottawa, Canada.....	440	440	440	440	804	.....
nc.....	Watertown, Mass.....	3,024	3,024	2,856	3,024	2,856	.....
.....	Mankato, Minn.....	70	112	112	70	224	.....
mplement							
.....	Minneapolis, Minn....	3,010	2,982	2,870	3,234	4,004	.....
.....	Chicago.....	6,174	784	6,188	6,664	728	.....
io Corporation							
.....	New York City.....	4,992	5,048	4,768	5,048	4,768	.....
ne	New York City.....	3,920	3,920	3,640	3,920	3,640	.....

EXHIBIT 19

hich Appeared in the Mid-West Unit Group, but which did not Appear in the Indiana Farmers Guide in the Year 1931.

	(A)	(B) The Farmer and Farm,	(C) The Farmer and Farm,	(D)	(E)	(F)	(G)	(I)

Plaintiff's Exhibit No. 19.

e of Advertiser	Address	Wallaces' Farmer and Iowa Homestead	Stock and Home Minnesota Edit.	Stock and Home Dakotas-Montana Edit.	Prairie Farmer Illinois Ed.	Prairie Farmer Indiana Ed.	Wisconsin Agriculturist and Farmer	Nebraska Farmer	Indiana Farmer Guide
ly Thresher Co., Inc	La Porte, Indiana	1,890	1,890	756	1,890	1,890	1,890	1,890	.....
cturing Corporation	Chicago, Illinois	644	1,876	588	1,146	1,146	1,118	1,068	.....
Co	Indianapolis, Indiana	76	197	197	230	230	217	210	.....
ctor Co	Peoria, Illinois	3,920	3,528	1,176	5,488	5,488	4,116	5,460	.....
innon Chain Corporation	Tonawanda, N. Y.	392	392	392	364	364	392	364	.....
.....	Dane, Wisconsin	330	330	92	266	266	112	358	.....
wear Company	Boston, Mass	1,176	1,176	1,176	1,092	1,092	1,176	1,092	.....
Corporation	New York City	9,481	11,245	7,129	9,061	9,061	2,184	9,061	.....
Halter Co	Aurora, Illinois	63	105	21	42	42	42	84	.....
il Refining Co	Oil City, Pa	2,352	2,352	1,176	2,184	2,184	1,960	2,184	.....
ns Company, Inc	New York City	1,176	1,176	392	1,092	1,092	1,176	1,092	.....
Works	Sioux Rapids, Ia	84	105	42	196	196	147	147	.....
Company	Utica, N. Y	575	575	575	575	575	575	575	.....
y, James M	Milwaukee, Wisconsin	192	192	150	192	150	248	192	.....
.....	.....	22,351	25,139	13,862	23,818	23,776	15,353	23,777	.....

neage of all Accounts which Appeared in the Mid-West Unit Group, but which did not Appear in the Indiana Farmers Guide in the Year 1932.

cturing Corporation	Chicago, Illinois	216	450	450	292	292	2,286	800	.....
Co	Indianapolis, Indiana	114	195	195	304	304	266	126	.....
ctor Co	Peoria, Illinois	168	168	168	1,624	168	168	1,530	.....
ograph Company, Inc	New York City	784	784	784	728	728	784	728	.....
rator Company, The	New York City	846	846	846	846	846	846	846	.....
Corporation	New York City	17,310	18,094	19,662	16,414	16,414	17,310	17,478	.....
tories, Inc	Madison, Wisconsin	1,232	1,904	1,232	1,484	1,204	1,904	1,204	.....
er Company, The B. F	Akron, Ohio	1,176	1,176	1,176	1,092	1,092	1,176	1,092	.....
& Rubber Co., Inc., The	Akron, Ohio	5,096	7,056	7,056	4,760	4,760	5,096	4,732	.....
onal Bureau	New York City	350	350	350	364	364	350	350	.....
. Corp	Sand Springs, Okla	2,112	2,118	1,162	504	504	1,162	2,070	.....
uipment Company	Chicago, Illinois	1,960	1,960	1,960	1,820	1,820	1,960	1,820	.....
alt Mfg. Co	Philadelphia, Pa	2,034	2,034	2,034	1,950	1,950	2,034	1,950	.....
roducts Co	Chicago, Illinois	980	980	980	980	980	980	980	.....
s Company, Inc	New York City	392	392	392	364	364	392	364	.....
and Co	Chicago, Illinois	200	200	200	300	300	200	100	.....
rated	New York City	280	280	280	280	280	280	280	.....
rporation	Decatur, Illinois	544	544	544	544	544	544	544	.....
& Carbon Corpn.									
bon Company, Inc	New York City	532	490	490	448	448	448	574	.....
Company	Utica, N. Y	715	715	715	715	715	715	715	.....
.....	.....	37,041	40,736	40,676	35,813	34,077	38,901	38,283	.....

103 FRANK MARTIN, called by plaintiff, testified on direct examination as follows:

My name is Frank Martin. I live in Huntington, Indiana. I am Treasurer of the Indiana Farmer's Guide and am also a certified public accountant, which I have been for fifteen years. Have been with the Indiana Farmer's Guide in the capacity of Treasurer for five years; am in active charge of the financial affairs of the Indiana Farmer's Guide and have been for about four years, during which time I have been personally keeping or supervising the keeping of the Treasurer's records and books of the corporation.

I am familiar with the data and compilation that is included in the documents that have been introduced in evidence here, under Exhibits 7 to 11, inclusive, and am familiar with the financial affairs of the Indiana Farmer's Guide, and with the amount of advertising matter and the revenues received by the Indiana Farmer's Guide from time to time during the past five years.

Q. You may state, Mr. Martin, what, in your opinion, the amount of damage is that has been sustained by the Indiana Farmer's Guide Publishing Company by reason of the rate—combination rate—that has been put in force and established by the organization, the defendant, Mid-West Unit and its co-defendants, Prairie Farmer Publishing Company, Wallace Publishing Company, Wisconsin Farmer Company, McKelvie Publishing Company, Webb Publishing Company and Mid-West Farm Papers Unit?

Counsel for Defendants: Objected to, if the Court please, as no proper sufficient foundation laid.

Counsel for Plaintiff: In response to the question, the plaintiff offers to prove that the damage sustained by the plaintiff by reason of the combination rate, proven in evidence, was $145,000.

104 Counsel for Defendants: The offer is objected to on the same ground as the original question, as incompetent, calling for the witness' conclusion, and invading the province of the jury, and immaterial, no foundation laid.

The Court (Addressing counsel for plaintiff): All right, you may have an exception.

Witness resuming: The advertising rate for the Indiana Farmer's Guide during the past five years has been one dollar per line and 784 lines appear on a page.

There was no cross-examination.

C. V. GREGORY, called by plaintiff, testified as follows:

My name is C. V. Gregory. I live at Wheaton, Illinois. I am Vice-President of Prairie Farmer Publishing Company and have been Vice-President for about eighteen years. I am President of Mid-West Farm Paper Unit, and have been President since it was organized. As well as I can give it from memory, the directors of the Mid-West Farm Paper Unit are S. R. McKelvie, Horace Klein, Dante Pierce and myself. I do not think Burridge Butler is a director at this time. He may have been at the time of its incorporation, I don't recall. I think at the time of the incorporation John Wallace was one of the directors. Mr. Burridge Butler is President of the Prairie Farmer. I think John Wallace was President of Wallace Publishing Company and Mr. McKelvie was President of McKelvie Publishing Company and
105 Dante Pierce was an officer of Wisconsin Farmer. Horace C. Klein was connected with the Webb Publishing Company—I think his title is President.

Referring to Exhibit 22, under date of May 21, 1932, carrying the name of Burton W. Rhoades, I would say that is his signature. He was an advertising salesman for the Prairie Farmer at that time.

Plaintiff here offered in evidence EXHIBIT #22, and upon objection by the defendants, the witness further testified in response to questions propounded by the Court, that Rhoades was an advertising salesman for the Prairie Farmer, selling advertisements to the public and people who would buy them, and that he carried the title Manager of Sales Service, given to him by the Prairie Farmer, whereupon the objection was overruled, and the exhibit was read in evidence as follows:

PLAINTIFF'S EXHIBIT #22.

"The Prairie Farmer

May 31, 1932.

"Mr. R. Harry Miller,
1301 N. Alabama St.,
Indianapolis, Ind.

"Dear Mr. Miller:

"We have asked our Mr. Sackrison to present this letter in response to your letter of May 27 because he will be able to answer efficiently any questions you may have with reference to Prairie Farmer in Indiana.

"There is no combination rate between any of these corn belt farm papers except as given in my letter of May 25.

106 "While the proposition to be advertised is for corn states only, we do not know how extensive your proposed campaign would be. In view of this, we are sending you herewith a tabulation of states showing corn acreage and production, together with the circulation and cost of papers that would cover these states.

"We note your reference to using the Farmers Guide in place of the Indiana Edition of Prairie Farmer. While we have no objection to the use of the Guide, we do believe that Prairie Farmer will give you coverage of Indiana by itself and at a lower rate as there is very little difference between the amount of Indiana circulation on the part of either the Guide or Prairie Farmer. Inasmuch as you are interested in the Illinois Edition of Prairie Farmer, it requires only fifty cents per line to add the Indiana Edition while the rate of the Guide would be $1.00. If you have money enough and can use both papers, all the better.

"In order that you may realize that Prairie Farmer has coverage of Indiana, we hand you a map herewith showing the circulation of both papers in the state, county by county. We also enclose a survey made in 1931 which shows that Prairie Farmer gives almost the same coverage over the state as the Guide does and really has better coverage in the forty-six best counties of the state. In this survey you will find that farmers taking both papers give more reader preference to Prairie Farmer than they do to the Farmers Guide. We give this data in order that you may realize that Prairie Farmer cannot be considered a second paper in the state.

"Mr. R. Harry Miller—page two.

"In addition to the high standing of Prairie Farmer editorially in Indiana, we also serve farmers and dealers throughout the state over Radio Station WLS which gives more attention to agriculture than any other station in America.

"We hope that the data we present will be a real help to you in presenting this advertising matter to your friend and assure you of our interest in giving you the necessary facts for you to exercise the best of judgment in serving your friend.

"Yours very truly,

BURTON W. RHOADS,

BWR:MN *Manager Sales Service.*"

107 The witness FRANK MARTIN, recalled by plaintiff, further testified on direct examination as follows:

I have made a computation of the total income of the Indiana Farmer's Guide Publishing Company from what is known as commercial or display advertising for each of the years 1928, '29, '30, '31 and '32. The total revenue from the display advertising in the Indiana Farmer's Guide for the year ending March 31, 1929, being the date of our audit, was $339,597.89. In my judgment, it would have been, for the same period of time, in the absence of the combination rate, $357,639.14.

The revenue from display advertising for the year ending March 31, 1930, was $316,919.14. It would have been, in my opinion, in the absence of the combination rate, $350,-832.14.

The revenue from the display advertising in the year ending March 31, 1931, was $223,622.31. It would have been, in the absence of the combination rate, $273,484.56.

The income from the display advertising during the year ending March 31, 1932, was $121,843.30, and would have been during the same period of time, in the absence of the combination rate, $139,528.30.

During the year ending March 31, 1933, it was $61,660.45, and would have been in the absence of the combination rate, $88,289.20.

On cross-examination, the witness testified as follows:

The Indiana Farmer's Guide keeps books of account in

which all of these figures are entered. These books are at Huntington, Indiana, but we have a certified report by Hedrich and Boggs covering the business for the last five years. The report I am reading from is the Herdrich report, but these are my figures, and I have verified those with the audit we have carried and with the books. I have testified from the report made by somebody else and have made some totals on them.

108 Upon motion of counsel for defendants to strike out the testimony of the witness for want of sufficient foundation, the witness further testified in substance as follows:

I took those figures from the audit and verified them with the books. Mr. Boggs just handed me his figures but I can get my own figures and verify them, if that is necessary. I have made up my own report, but when I made this computation Mr. Boggs handed me this and I took the revenues off there. I can verify them in just a minute.

The Court: I wonder how you arrived at that amount. The business kept going down. Didn't the nature of the times have anything to do with it?

The Witness: The business that we have taken into consideration was the amount of business that was placed in the Unit and was carried during that period of time.

The Court: Well, that difference between what you say you did receive and what you would have if it had not been for these defendants, is that the amount of business that they took?

The Witness: Yes, sir.

The Court: That is the way you arrived at it?

The Witness: That is the way I arrived at it.

The Court: Do you have any way of knowing whether you would have gotten it or not?

The Witness: The only way is that we have some correspondence and the rate which is in effect. We have some correspondence.

109 The Court: Well, did the times have anything to do with that—people taking less advertising? The fact is that they have been cutting down, haven't they?

The Witness: Yes, but this business was actually run during that period of time.

The Court: You mean—

The Witness: This lineage that we are speaking of was run and run in the competitive papers during that period of time

and the effect of the rate construction made it impossible for us to secure that business. In other words—

The Court: That wasn't run in your paper?

The Witness No, it wasn't run in our paper but the business was run.

The Court: You don't know why they changed?

The Witness: Well, they saved about $1100.000 by the way the combination rate worked out. If they buy the five papers they pay $5100, but, if they will take this competitive paper which is in competition with ours, they will save $300 and get the Indiana Edition of the Prairie Farmer for nothing. That is the way the thing works out and that is why we have no chance to get it.

The Court: Any other questions?

Counsel for Defendants: That is all.

Counsel for Plaintiff: That is all.

The Court: I doubt whether testimony of that kind is competent if he took it from the audit.

The Witness: I can qualify it if you will give me the time.

Whereupon the witness was briefly excused, and upon returning to the witness stand, further testified:

Since previously testifying, I have checked my previous testimony and the figures given by me with figures that I myself took from the original source of the book records of the company, and have verified them, and the figures that I have previously given are correct.

110 On the morning following the introduction of the preceding testimony, the trial was resumed and proceedings had as follows:

Counsel for Plaintiff: The plaintiff now offers in evidence EXHIBITS 23 TO 28.

Counsel for the Defendants: I assume that the case is now open for the purpose of proving with reference to the publishers of these papers—is that right?

Counsel for Plaintiff: Yes.

Counsel for Defendant: The defendants will concede and admit that they publish individually the papers as alleged in plaintiff's petition except that they do not admit that the Webb Publishing Company, the defendant, publishes anything.

Counsel for the plaintiff thereupon read in evidence said Exhibit #25, as follows:

PLAINTIFF'S EXHIBIT #25.

"Publisher's Statement—Farm Paper Form

Period Ending June 30, 1932. (Not Audit Report)	176
This Statement by the Publisher is subject to annual audit by the	1. The Farmer & Farm, Stock & Home
Audit Bureau of Circulations 165 W Wacker Drive, Chicago, Illinois.	2. The Webb Publishing Company
For Audit Report refer to latest white paper form	3. St. Paul, Minnesota

4. Est. 1882 5. Published Bi-weekly. 6. Statement covers 6 months ending June 30, 1932.

7. Class, Industry or Field Served General Farming & Live Stock."

111 The plaintiff thereupon rested.

EVIDENCE ADDUCED BY THE DEFENDANTS.

J. E. GILL, a witness called by defendants, testified in substance as follows:

I live in Chicago. Am Advertising Manager of the Agriculturist and Farmer and Wallaces' Farmer and the Iowa Homestead. Have been in the advertising business since 1902. Have been connected with the so-called farm papers since 1908. Exhibits Numbers 29, 30 and 31 (handed to the witness for identification) are contained in a book entitled "Standard Rate and Data Service, November 1931", which is one of the publications of the Standard Rate Service. It is consulted frequently by advertising men and publishers and is a standard authority. It contains a tabulation of certain farm or agricultural papers published in the United States. They are set out on page 303, marked "Exhibit #29". The next two pages, Exhibits Numbers 30 and 31, is a tabulation which shows the distribution of the circulation of the publications listed by states. They are farm papers. These exhibits were thereupon offered in evidence.

Counsel for the Plaintiff: We object to Exhibit #29 for the reason that it is irrelevant to any of the issues in this cause, and further, for the reason that they are publications which are in no way involved in this case and over territory that is not embraced within the territory in which the 112 publications involved in this case, generally, circulate and for the further reason that it includes a number of minor publications that do not, on the face of them purport to be in the general field but some are in a field like poultry and various other small branches, that may have a bearing on the farm industry, but yet not in this case would they be sufficiently pertinent to serve any question.

The Court: The objection is overruled. I think that is part of the defense.

Counsel for Plaintiff: An exception, Your Honor.

The Court: Let the record show them admitted and read in evidence.

Counsel for Plaintiff: I want my objection to go to each of these exhibits, Your Honor.

The Court: Yes. The objection is overruled.

Counsel for Plaintiff: An exception, Your Honor, to each of them.

The Court: You are not objecting on the ground that it is not authentic, are you?

Counsel for Plaintiff: Oh, no, Your Honor.

Said Exhibits Nos. 29, 30 and 31 were thereupon read in evidence as follows:

THE AGRICULTURAL SECTION

This section includes general agricultural papers, fruit, dairy, livestock, bee, poultry, etc. For the convenience of subscribers in selecting media in this section the publications are classified below

GENERAL

Agricultural College Magazines Associated
Agricultural Leaders' Digest
Agricultural News
Agricultural Review
Alberta Farmer & Calgary Weekly Herald (Canada)
Alberta Farm Journal (Canada)
American Agriculturist
American Farming
Arkansas Farmer
Associated Farm Papers
Better Crops with Plant Food
Bureau Farmer
California Cultivator
California Weed Grower
Canadian Cutlook (Canada)
Canadian Ayrshire Review (Canada)
Canadian Countryman (Canada)
Canadian Horticulturist (Canada)
Capper's Farmer
Co-operative Farmer
Country Gentleman
Country Guide (Canada)
Country Home, The
Country Life in B. C. (Canada)
Dakota Farmer
Family Herald and Weekly Star (Canada)
Farm and Garden Magazine
Farm and Live Stock Record
Farm and Market Journal
Farm and Ranch
Farm and Ranch Review (Canada)
Farm Journal
Farmer and Farm, Stock and Home
Farmer and Feeder
Farmer's Advocate and Home Magazine (Canada)
Farmer's Exchange
Farmer's Home Journal
Farmer's Sun (Canada)
Farmer's Telegram
Farmer's Weekly Review
Farmer's Wife
Farmer's Union State Rights Farming
Florida Farm & Grove
Florida Farmer
Florida Grower
Free Press Prairie Farmer (Canada)
Gleaner, The
Hoard's Dairyman
Idaho Farmer
Illinois Agriculturist
Indiana Farmer's Guide
Indiana Farmer's Weekly Farmer
Iowa Farmer & Corn Belt Farmer
Kansas Farmer
Kansas Farmer & Mail & Breeze
Kentucky Farmer
Kentucky Union Farmer
Manitoba Co-operator (Canada)
Michigan Farmer
Minnesota Farmer
Missouri Farmer
Montana Farmer
National Farm News
National Wool Grower
Nebraska Farmer
New England Homestead
Northwestern Farmer and Breeder
Nor'-West Farmer, The (Canada)
Ohio Farm Bureau News
Ohio Farmer
Oklahoma Farmer-Stockman
Ontario Farmer (Canada)
Oregon Farmer
Ottawa Farm Journal (Canada)
Pacific Northwest Farm Trio
Pacific Rural Press
Pennsylvania Farmer
Prairie Farmer
Progressive Farmer and Southern Ruralist
Rocky Mountain Husbandman
Rural New Yorker
Saskatchewan Farmer (Canada)
Scoop Shovel (Canada)
Sheep and Goat Raisers' Magazine
Southern Agriculturist
Southern Cultivator
Southern Planter
Southwest Plainsman
Southwestern Stockman-Farmer
Standard Farm Field—Ralston Color Inserts
Standard Farm Paper Unit
Successful Farming
Terre de Chen News, La (Canada)
Texas Southwest Farmer
Tobacco News
U. F. A. (The) (Canada)
Utah Farmer
Valley Farmer and South Texas Grower
Wallaces' Farmer and Iowa Homestead
Washington Farmer
Western Farmer (Canada)
Western Farm Life
Western Producer (Canada)
Wisconsin Agriculturist and Farmer
Wisconsin Homestead
Witness & Canadian Homestead (Canada)
Woman's Farm Life
Wyoming Stockman-Farmer

DAIRY—See also "Milk & Milk Products" in Business Papers Section

FRUIT—See also "Fruit" in Business Papers Section

American Fruit Grower
Better Fruit Magazine
California Citograph
Citrus Industry
Citrus Leaves
Grape Belt & Chautauqua Farmer
Mission Times
Northwest Fruit Grower
Rural Sweet Chronicle
Sunkist Standard
Texas Citriculture

LIVE STOCK (General)

Arizona Cattleman and Farmer
Breeder's Gazette
Cattleman
Corn Belt Dailies:
Daily Drovers Journal
Daily Drovers Telegram
Daily Journal-Stockman
Daily Live Stock Reporter
Live Stock Markets
Live Stock Record
National Live Stock Producer
Producer, The (Denver)
Southeast Livestock
Stock Yards Journal
Western Breeder Journal
Western Cattle Markets and News

BREED PUBLICATIONS (Live Stock)

Aberdeen-Angus Journal
American Hampshire Herdsman
American Hereford Journal
American Sheep Breeder
Ayrshire Digest
Chester White Journal
Chester White World
Duroc Sentinel
Guernsey Breeders' Journal
Holstein Breeder and Dairyman
Holstein-Friesian World
Jersey Bulletin and Dairy World
National Duroc News and Duroc Journal-Bulletin
Poland China Advocate
Poland China Journal
Shorthorn World
Spotted Poland China News

Eastern Kansas Poultry News and Home Builder
Eggs—The National Poultryman
Everybodys Poultry Magazine
Hatchery News
Hatchery Tribune
Inland Poultry Journal
International Baby Chick News
Leghorn World
Modern Poultry Breeder
National Barred Rock (Poultry) Journal
National Poultry Journal
New England Poultryman
New Reliable Poultry Journal, The
Northwest Poultry Journal and the Pacific Homestead
Plymouth Rock Monthly
Poultry Craftsman and the Pacific Poultryman
Poultry Culture
Poultry Digest
Poultry Herald
Poultry Item
Poultry Keeper
Poultry News
Poultry Press
Poultry Success
Poultry Tribune
Rhode Island Red Journal
Southwestern Poultry Journal
Standard Poultry Journal
Turkey World
Westbrooke
Waverly Poultry Trio

PIGEONS & PET STOCK

American Pigeon Journal
American Pigeon Keeper
American Rabbit Journal
Small Stock Magazine

BEE

American Bee Journal
Beekeeper, The (Canada)
Gleanings in Bee Culture

FARM NEWSPAPERS

SPECIALIZED FARMING—See also "Grain" and "Milling, Flour, Feed and Cereal" in Business Papers Section

Burley Tobacco Bulletin & Poultry Feeder
Cotton News
Cotton Planter
Diamond Walnut News
Mountain States Beet Grower
Oklahoma Cotton Grower
Western Irrigation
Wheat Grower
Wheat Growers Journal

FARM PRODUCE—See also "Produce" in Business Papers Section

Market Growers Journal

[illegible] PUBLICATIONS ISSUED BY [illegible]

[illegible] FARMING—See also "Farm [illegible]" in Business Papers Section

Agricultural Engineering
American Threshermen and Farm Equipment
Better Farm Equipment and Methods
Electricity on the Farm
Farm Mechanics

CO-OPERATIVE

Farmers Union Herald

FARMER'S ASSOCIATIONS

Arizona Producer
Arkansas Union Farmer
California Counties Farm Bureau Monthly
Equity News
Equity Union Exchange
Erie County Farm & Home Bureau News
Farm Bureau News
Farmer-Leader
Grange News

EXHIBIT No. 12 Walter N. Carlson REPORTER

Better Crops with Plant Food
Bureau Farmer
California Cultivator
California Weed Grower
Canadian Dairyman (Canada)
Canadian Ayrshire Review (Canada)
Canadian Countryman (Canada)
Canadian Horticulturist (Canada)
Capper's Farmer
Co-operative Farmer
Country Gentleman
Country Guide (Canada)
Country Home, The
Country Life in B. C. (Canada)
Dakota Farmer
Family Herald and Weekly Star (Canada)
Farm and Garden Magazine
Farm and Live Stock Record
Farm and Market Journal
Farm and Ranch
Farm and Ranch Review (Canada)
Farm Journal
Farmer and Farm, Stock and Home
Farmer and Feeder
Farmer's Advocate and Home Magazine (Canada)
Farmer's Exchange
Farmer's Home Journal
Farmer's Sun (Canada)
Farmer's Telegram
Farmer's Weekly Review
Farmer's Wife
Fletcher's State Rights Farming
Florida Farm & Grove
Florida Farmer
Florida Grower
Free Press Prairie Farmer (Canada)
Friendly Farmer
Garden State Farmer
Gardener's Home Farmer
Idaho Farmer
Indiana Farmer's Guide, The
Iowa Farmer & Corn Belt Farmer
Island Farmer (Canada)
Journal of Agriculture and Horticulture (Canada)
Kansas State Farmer
Kansas Farmer (Mail & Breeze)
Manitoba Farmer and Co-operative Dairyman (Canada)
Maryland Farmer
Michigan Farmer
Michigan Patron
Missouri Farmer
Missouri Ruralist
Modern Agriculture
Montana Farmer

Nebraska Farmer
New Mexico Farmer
Northern Farm Life
Pacific Northwest Farm Life
Pacific Rural Press
Pennsylvania Farmer
Prairie Farmer
Progressive Farmer and Southern Ruralist
Rocky Mountain Husbandman
Rural New Yorker
Saskatchewan Farmer (Canada)
Scoop Shovel (Canada)
Sheep and Goat Raisers' Magazine
Southern Agriculturist
Southern Cultivator
Southern Planter
Southwest Plainsman
Southwestern Stockman-Farmer
Standard Farm Field—Raleigh Color Inserts
Standard Farm Paper Unit
Successful Farming
Texas & Gulf Coast Farmer
Texas Cultivator

LIVE STOCK (General)
Arizona Cattleman and Farmer
Breeder's Gazette
Cattleman
Corn Belt Dailies:
Daily Drovers Journal
Daily Drovers Telegram
Daily Journal-Stockman
Daily Live Stock Reporter
Live Stock Markets
Live Stock Record
National Live Stock Producer
Producer, The (Denver)
Southwest Livestock
Stock Yards Journal
Western Breeders Journal
Western Cattle Markets and News

BREED PUBLICATIONS (Live Stock)
Aberdeen-Angus Journal
American Hampshire Herdsman
American Hereford Journal
American Sheep Breeder
Ayrshire Digest
Chester White Journal
Chester White World
Duroc Sentinel
Guernsey Breeders' Journal
Holstein Breeder and Dairyman
Holstein-Friesian World
Jersey Bulletin and Dairy World
National Duroc News and Duroc Journal-Bulletin
Poland China Advocate
Poland China Journal
Shorthorn World and Farm Magazine
Spotted Poland China Digest
Standard Breed Publications
Swine World
Weekly Live Stock Reporter
Western Livestock Journal

POULTRY—See also "Poultry and Poultry Products" in Business Papers Section
American Poultry Journal
American Rabbit & Poultry Journal
Atlanta World
Baby Chick, The
Boston World
Big Four Poultry Combination
Big Six Combination
Canada Avicole, Le (Canada)
Canadian Poultry Review (Canada)
Canadian Poultry World (Canada)
Dixie Poultry Journal
New Reliable Poultry Journal, The
Northwest Poultry Journal and the Pacific Homestead
Plymouth Rock Monthly
Poultry Craftsman and the Pacific Poultryman
Poultry Culture
Poultry Digest
Poultry Herald
Poultry Item
Poultry Keeper
Poultry News
Poultry Press
Poultry Success
Poultry Tribune
Rhode Island Red Journal
Southwestern Poultry Journal
Standard Poultry Journal
Turkey World
Washeegg
Waverly Poultry Trio

PIGEONS & PET STOCK
American Pigeon Journal
American Pigeon Keeper
American Rabbit Journal
Small Stock Magazine

BEE
American Bee Journal
Beekeeper, The (Canada)
Gleanings in Bee Culture

FARM NEWSPAPERS
Arkansas Gazette
Capper's Weekly
Cleveland American-Review
Farmers' Weekly La Patrie (Canada)
Farmer's Weekly La Presse and Agricultural Magazine (Canada)
Kansas City Star Weekly
Semi-Weekly Farm News
Southern Farmer
Wichita Weekly Stockman

FARM PAPERS IN FOREIGN LANGUAGE (except Canadian) appear in Foreign Language Section
Bulletin de la Ferme, Le (French) (Canada)
Bulletin des Agriculteurs, Le (French) (Canada)
Voix du Sol, La (Canada)

FARM PRODUCE—See also "Produce" in Business Papers Section
Market Growers Journal

PUBLICATIONS ISSUED BY [illegible]

FARMING—See also "Farm Journals" in Business Papers Section
Agricultural Engineering
American Threshermen and Farm Equipment
Better Farm Equipment and Methods
Electricity on the Farm
Farm Mechanics

CO-OPERATIVE
Farmers Union Herald

FARMERS' ASSOCIATIONS
Arizona Producer
Arkansas Union Farmer
California Counties Farm Bureau Monthlies
Equity News
Equity Union Exchange
Erie County Farm & Home Bureau News
Farm Bureau News
Farmer-Leader
Grange News
Hoosier Farmer
Kansas Grange Monthly
Kansas Union Farmer
McHenry County Farm Bureau Bulletin
Michigan Farm News
Mid-South Cotton Association News
Minnesota Farmer
Missouri Farm Bureau News
National Grange Monthly
New State, The
Ohio State Grange Monthly
Oklahoma Union Farmer
Oregon Grange Bulletin
Pennsylvania Grange News
Spokane County News
Stevens County Farm News
Tennessee Farm Bureau News
Texas Co-operative News
West Virginia Farm News

AGRICULTURAL PAPERS CLASSIFIED ACCORDING TO STATES

ALABAMA
Cotton Planter
Progressive Farmer and Southern Ruralist
Southern Farmer

ARIZONA
Arizona Cattleman and Farmer
Arizona Producer

ARKANSAS
Arkansas Farmer
Arkansas Gazette
Arkansas Union Farmer

CALIFORNIA
Agricultural News
Cal-formo Citrograph
Calif. Counties Farm Bureau Mo.
California Cultivator
California Dairyman
California Weed Grower
Citrus Leaves
Diamond Walnut News
Eggs—The National Poultryman
Farm and Garden Magazine
Pacific Rural Press
Poultry Craftsman and the Pacific Poultryman
Poultry Digest
Sunset Magazine
Western Canada Market & Stock Journal
Western Irrigation
Western Livestock Journal

COLORADO
Mountain States Beet Grower
Producer
Western Farm Life

DISTRICT OF COLUMBIA
National Farm News
National Poultry Journal

FLORIDA
Citrus Industry
Farm and Live Stock Record
Florida Farm & Grove
Florida Farmer
Florida Grower
Semi-Tropic Cultivator

GEORGIA
Southwest Livestock
Southern Cultivator

IDAHO
Idaho Farmer

ILLINOIS
Agricultural Leaders' Digest
[illegible] Farm Journal
[illegible] Herald
[illegible] Stock Grower
[illegible] Stockman-Farmer
[illegible] Weekly Tribune
[illegible] Weekly Journal
[illegible] Sheep Breeder
American Threshermen and Farm Equipment
Baby Chick, The
Big Four Poultry Combination
Big Six Combination
Breeder's Gazette
Daily Drovers Journal
Daily Livestock Reporter
Dairy Farm Leader
Dairyman's Journal
Dairy Tribune
Equity-Union Exchange
Farm Mechanics
Farmer's Weekly Review
Friendly Farmer
Hatchery Tribune
Leghorn World
Live Stock Markets
McHenry County Farm Bureau Bulletin
National Duroc News and Duroc Journal-Bulletin
National Live Stock Producer
Plymouth Rock Monthly
Poultry Keeper
Poultry Tribune
Prairie Farmer
Rhode Island Red Journal
Shorthorn World and Farm Magazine
Turkey World
Waverly Poultry Trio

INDIANA
Bureau Farmer
Chester White Journal
Farmer's Exchange
Goat World
Hoosier Farmer
Indiana Farmer's Guide, The
Inland Poultry Journal
Jersey Bulletin and Dairy World
Poland China Advocate
Woman's Farm Life

IOWA
Aberdeen-Angus Journal
Chester White World
Duroc Sentinel
Harrison's Home Farmer
Iowa Farmer & Corn Belt Farmer
Live Stock Record
Modern Agriculture
Small Stock Magazine
Successful Farming
Wallaces' Farmer and Iowa Homestead

KANSAS
Capper's Farmer
Capper's Weekly
Eastern Kansas Poultry News and Home Builder
Kansas Farmer (Mail & Breeze)
Kansas Grange Monthly
Kansas Farm Farmer
Wichita Weekly Stockman

KENTUCKY
Farmers Home Journal
Market Growers' Journal

MARYLAND
Maryland Farmer

MASSACHUSETTS
National Grange Monthly
New England Dairyman
New England Homestead
New England Poultryman

MICHIGAN
Agricultural Engineering
Michigan Farm News
Michigan Farmer
Michigan Milk Messenger
Michigan Patron
Modern Poultry Breeder
National Horned Rock (Poultry) Journal
National Glesner Forum

MINNESOTA
American Rabbit & Poultry Journal
Cleveland American-Review
Farmer and Farm, Stock and Home
Farmers Union Herald
Farmer's Wife
Minnesota Leader
Poultry Herald
Stock and Dairy Farmer

MISSOURI
Agricultural Review
American Hereford Journal
American Pigeon Journal
American Rabbit Journal
Better Farm Equipment and Methods
Co-operative Farmer
Daily Drover's Telegram
International Baby Chick News
Kansas City Star-Weekly
Missouri Farm Bureau News
Missouri Farmer
Missouri Ruralist
Poland China Journal
Spotted Poland China Digest
Standard Poultry Journal
Stock Yards Journal
Swine World
Wheat Growers' Journal

MONTANA
Judith Basin Farmer
Montana Farmer
Rocky Mountain Husbandman

NEBRASKA
Daily Journal-Stockman
Nebraska Farmer
New State, The

NEW HAMPSHIRE
Guernsey Breeders' Journal

NEW JERSEY
Garden State Farmer

NEW MEXICO
Southwestern Stockman-Farmer

NEW YORK
American Agriculturist
Arcona World
Boston World
Better Crops with Plant Food
Country Home, The
Dairymen's League News
Electricity on the Farm
Erie County Farm and Home Bureau News
Grape Belt & Chautauqua Farmer
Hatchery News
Holstein-Friesian World
Rural New Yorker

NORTH CAROLINA
Tobacco News

NORTH DAKOTA
Wheat Grower

OHIO
Dairyman's Monthly Review
Farm and Dairy
Gleanings in Bee Culture
New Reliable Poultry Journal, The
Ohio Farm Bureau News
Ohio Farmer
Ohio State Grange Monthly
Poultry Success

OKLAHOMA
Oklahoma Cotton Grower
Oklahoma Farmer-Stockman
Oklahoma Union Farmer
Poultry Culture

OREGON
Angora Journal
Better Fruit Magazine
Northwest Poultry Journal and the Pacific Homestead
Oregon Farmer
Oregon Grange Bulletin
Western Breeder's Journal

PENNSYLVANIA
Country Gentleman
Dairymen's Price Reporter
Everybody's Poultry Magazine
Farm Journal
Holstein Breeder and Dairyman
Interstate Milk Producers Review
Pennsylvania Farmer
Pennsylvania Grange News
Poultry Item
Poultry Press

SOUTH CAROLINA
Cotton News

SOUTH DAKOTA
Dakota Farmer

TENNESSEE
Burley Tobacco Bulletin and Poultry Farmer
Dixie Poultry Journal
Mid-South Cotton Ass'n News
Southern Agriculturist
Tennessee Farm Bureau News

TEXAS
Cattleman
Farm and Ranch
Fletcher's State Rights Farming
Mission Times
Poultry News
Semi-Weekly Farm News
Sheep & Goat Raisers' Magazine
Southwestern Poultry Journal
Southwest Plainsman
Texas Cultivator
Texas Co-operative News
Texas Southwest Farmer
Valley Farmer and South Texas Grower
Weekly Live Stock Reporter

UTAH
National Wool Grower
Utah Farmer

VERMONT
Ayrshire Digest
Vermont Dairy News

VIRGINIA
Farmer-Leader
Southern Planter

WASHINGTON
Farm and Market Journal
Farm Bureau News
Grange News
Northwest Dairyman and Farmer
Northwest Fruit Grower
Spokane County News
Stevens County Farm News
Washeegg
Washington Farmer

WEST VIRGINIA
West Virginia Farm News

WISCONSIN
Equity News
Farmer and Feeder
Farmers Telegram
Federation Guide and Market News
Hoard's Dairyman
Martin Rolf's Farm News
Wisconsin Agriculturist & Farmer
Wisconsin Homestead

WYOMING
Northwestern Farmer and Breeder
Wyoming Stockman-Farmer

CANADA

ALBERTA
Alberta Farmer and Calgary Weekly Herald
Alberta Farm Journal
Farm and Ranch Review
U. F. A. (The)
Western Farmer

BRITISH COLUMBIA
Country Life in B. C.

MANITOBA
Country Guide
Free Press Prairie Farmer
North-West Farmer, The
Scoop Shovel

NEW BRUNSWICK
Maritime Farmer & Co-operative Dairyman

ONTARIO
Beekeeper, The
Canadian Dairyman
Canadian Ayrshire Review
Canadian Countryman
Canadian Horticulturist
Canadian Poultry Journal
Canadian Poultry Review
Farm and Dairy
Farmer's Advocate and Home Magazine
Farmers' Sun
Ontario Farmer
Ottawa Farm Journal
Voix du Sol, La

PRINCE EDWARD ISLAND
Island Farmer, The

QUEBEC
Bulletin de la Ferme, Le (French)
Bulletin des Agriculteurs, Le (French)
Canada Avicole, La
Family Herald & Weekly Star
Farmer's Weekly La Patrie
Farmer's Weekly La Presse and Agricultural Magazine (Canada)
Journal of Agriculture and Horticulture
Terre de Chez Nous, La
Witness and Canadian Homestead

SASKATCHEWAN
Saskatchewan Farmer
Western Producer

EXHIBIT NO. 29
113

STANDARD RATE & DATA SERVICE—Agricultural Section

Period Ending	Net Paid Average	Statement Taken from Issue of	Total Net Paid of Statement: Mail	Total Net Paid of Statement: Outside County Sales	New England States: Me.	N.H.	Vt.	Mass.	R.I.	Conn.
6-30-31	1[illegible]	Jun 27	1[illegible]		315	3[illegible]	6804	2001	94	7006
6-30-31	[illegible]	Jun	[illegible]		[illegible]	3000	3071	11620	1302	2042
6-30-31	[illegible]	Jun	[illegible]	5000	3804	3000	1164	5377	780	2200
6-30-31	[illegible]	Jun 15	[illegible]							
6-30-31	120731	Jun	123025		316	251	191	469	99	306
6-30-31	12007	Jun 27	13963[illegible]							
6-30-31	9[illegible]	Apr	1[illegible]	621	556	376	536	605	84	284
6-30-31	2[illegible]	Jun 20	3[illegible]							
6-30-31	1736425	Mar	1[illegible]	2[illegible]	22[illegible]	11332	10835	65542	4729	16776
6-30-31	1577[illegible]	Feb	1[illegible]	1[illegible]	17257	11856	13276	51736	1681	14279
6-30-31	945[illegible]	Jun	1[illegible]		3[illegible]	164	1141	1046	322	536
6-30-31	89[illegible]	May 15	91762							
6-30-31	88949	May	91962	2[illegible]	1123	350	291	1651	266	889
6-30-31	1[illegible]	May 16	1[illegible]	100						1
[illegible]	[illegible]	Jun 27	2[illegible]							
6-30-31	[illegible]	Jun	1[illegible]		6814	2715	9493	3017	584	4989
6-30-31	1[illegible]	Mar	1[illegible]	7[illegible]	10153	9179	12280	2[illegible]	2853	13638
6-30-31	167[illegible]	Jun 25	1[illegible]	3[illegible]	744	580	1012	1274	234	799
6-30-31	2[illegible]	Jun 6	2[illegible]		9	6	11	1		1
6-30-31	1[illegible]	Jun 27	1[illegible]							
6-30-31	[illegible]	Jun 24	[illegible]		3	5	1	2	1	4
[illegible]	[illegible]	Jun 27	1[illegible]	771						
6-30-31	48[illegible]	Jun	49447		137	125	115	287	121	299
[illegible]	[illegible]	Jun 27	1[illegible]							
[illegible]	[illegible]	Jun 27	1[illegible]							
[illegible]	[illegible]	Jun 15	2[illegible]							
[illegible]	[illegible]	Jun	[illegible]		2			1	1	2
[illegible]	[illegible]	Jun 27	1[illegible]							
[illegible]	[illegible]	Jun 15	[illegible]	781	30925	14364	16[illegible]	36740	2363	14796
[illegible]	[illegible]	Jun 27	1[illegible]							
[illegible]	[illegible]	Jun 15	3[illegible]						1	1
[illegible]	[illegible]	Jun 4	3[illegible]		3	1	19	2		8
6-30-31	1[illegible]	Jun 6	1[illegible]		13	6	20	4	1	6
[illegible]	[illegible]	Jun 27	5[illegible]	44						
[illegible]	[illegible]	Jun 27	1[illegible]							
[illegible]	[illegible]		[illegible]		317	130	76	520	125	345
[illegible]	[illegible]		[illegible]	1612	167	378	1087	666	1001	2001
[illegible]	[illegible]		[illegible]	2270	2030	2178	3072	6440	1650	2010
[illegible]	[illegible]	Jun 27	2[illegible]							
6-30-31	1607817	May 15	1[illegible]							
[illegible]	[illegible]	Jun	[illegible]		411	264	158	1278	226	270
[illegible]	[illegible]	Jun 27	2[illegible]		2040	2650	2501	12000	2075	10750
[illegible]	[illegible]	Jun 30	1[illegible]							
[illegible]	[illegible]	Jun	[illegible]							
[illegible]	[illegible]	Jun 15	2[illegible]							
[illegible]	[illegible]		[illegible]		1133	1001	2000	7704	4875	310
[illegible]	[illegible]		[illegible]		33	1001	2020	7704	4875	310
[illegible]	[illegible]	Jun	[illegible]			403	21	20	125	10
[illegible]	[illegible]	Jun	[illegible]	2564	6736	2546	2[illegible]	7107	976	2651
[illegible]	[illegible]		27727							
[illegible]	[illegible]	Mar 29	2[illegible]							
[illegible]	[illegible]	Jun 6	5[illegible]		1	2		2	1	2
[illegible]	[illegible]	Jun	[illegible]		705	500	349	2101	402	905
[illegible]	[illegible]	Jun 27	1[illegible]							
[illegible]	[illegible]	Jun	[illegible]		79	53	48	157	49	91

Circulation statements dated June 30, 1930, and Dec. 31, 1930, following A.B.C. statements for June 30, 1931, have not been released by the A.B.C. at the time this issue went to press.

Name of Publication Listing Only Papers Which Are Members of A. B. C.	Middle Atlantic States: N.Y.	N.J.	Pa.	South Atlantic States: Dela.	Md.	D.C.	Va.	W. Va.	N.C.	S.C.	Ga.	Fla.	East North Central: Ohio	Ind.	Ill.	Mich.
A																
American Agriculturist	117421	11000	12704	1500	3027								16147	9000	16000	17200
American Fruit Grower	10000	5481	37300	600	6055	200	2774	2264	2000	1520	970	4500	25017	10000	22171	15000
American Poultry Journal	15700	5000	22700	540	3200	100	6376	6526	6610	4162	9151	4044	3	10	25	12
Arkansas Farmer	6	3	5			2	1	5			6	31				
B																
Breeder's Gazette	2252	661	6525	97	1102	53	1251	1000	517	115	202	2000	10000	7000	10622	2517
C																
California Cultivator																
Capper's Farmer	6441	556	4200	202	1911	156	2620	1500	2004	204	813	1200	16700	20202	51742	12251
Capper's Weekly															2716	
Country Gentleman	110251	20010	111002	2240	15201	2276	24700	16402	20047	9025	14420	14402	00212	41513	100000	40410
Country Home, The	112854	20064	119466	2205	20402	901	16001	16201	10004	4579	10021	7072	100700	61114	101121	72751
D																
Dairy Tribune	4177	741	7005	164	1207	27	2005	900	1200	251	1007	700	6170	5407	6700	2024
Dakota Farmer, The																
E																
Everybody's Poultry Magazine	9424	1007	14102	241	1507	60	1474	1510	2627	1027	2305	1710	7007	5071	5530	4374
F																
Farm and Ranch	15	2	8		2	7	9	4	20	12	47	22	20	20	40	10
Farmer & Farm, Stock & Home																
Farmer's Wife	52000	17517	60023	2202	10277	500	14200	12771	10004	2212	1612	1000	75021	05734	70000	15020
Farm Journal	97340	24001	101150	4250	10070	002	21572	12052	0004	5000	12150	0272	110027	75040	00001	70002
H																
Hoard's Dairyman	11205	1000	7002	207	1000	00	1020	007	1020	277	010	2140	7005	0012	0107	10172
I																
Idaho Farmer	10	3	10	1	4	4	11		13	1	3	0	24	10	02	25
Indiana Farmer's Guide													20021	112107	22700	7204
K																
Kansas City Star (Weekly)	24	13	450	0	11	7	20	19	21	3	10	42	66	02	000	07
Kansas Farmer (Mail & Breeze)																
L																
Leghorn World	2071	1000	2000	42	250	37	504	005	432	211	014	0012	3250	2250	3025	1172
M																
Michigan Farmer													1010	1100	010	100122
Missouri Ruralist															0020	
Montana Farmer																
N																
National Duroc News & Duroc Journal-Bulletin	10	3	10			7		2	1	0	1	5		20	31	307
Nebraska Farmer																11
New England Homestead	2150															
New Reliable Poultry Journal (A. B. C. Applicant)																
O																
Ohio Farmer, The	0003		0020					1010					100107	2000		070
Oklahoma Farmer-Stockman	20	0	10	1	7	0	0	10	12	7	20	150	00	00	117	20
Oregon Farmer	53	0	50	2		11	3	4			3	11	21	12	20	13
P																
Pacific Northwest Farm Trio	70	20	271	2	3	7	22	0	10	1	0	0	07	21	100	02
Pacific Rural Press																
Pennsylvania Farmer	20[illegible]	0[illegible]	1[illegible]	20[illegible]	0[illegible]		0[illegible]	12[illegible]								
Plymouth Rock Monthly	1010	200	1200	41	254	15	2511	710	200	153	202	2727	20020	2005	1542	570
Poultry Success	1730	370	20740	200	1251	000	2000	040	004	1022	2700	2510	0050	1010	12020	1004
Poultry Tribune	13401	4200	20012	431	2070	127	2020	4107	0052	1202	2210	01200	24474	21072	25100	15222
Prairie Farmer													2111	100170	100105	20000
Progressive Farmer and Southern Ruralist							00004	20007	141005	57207	101420	200171				
R																
Rhode Island Red Journal	1022	212	10111	127	104	14	270	250	057	200	204	0521	1000	1010	1200	450
Rural New Yorker	117153	22077	22500	2000	0702		2251	020					7200			2122
S																
Semi-Weekly Farm News																
Southern Agriculturist																
Southern Planter																
Standard Farm Fields—Robson Color Reports	130007	27032	120007	4222	10020	00	51000	40000	140000	07700	2000400	400021	1000007	1000022	2107000	1000053
Standard Farm Paper Unit	120710	12407	10721	1704	0474	00	00210	340004	1420021	0770[illegible]	0000[illegible]	00221	0000	1000000	2007[illegible]	24477
Standard Poultry Journal	002	01	010	1	51	7	051	120	12007	100	020	1200	700	771	2727	000
Successful Farming	20477	4001	40000	722	0050	227	0774	0204	20000	1517	0507	10227	1100250	70022	040222	71004
U																
Utah Farmer																
W																
Wallaces' Farmer & Iowa Homestead																
Washington Farmer	13	0	10			2	0	1	0		1	4	10	0	0010	00
Weekly Poultry Trib.	0114	1500	02200	00	700	00	1120	001	1100	070	1000	0012	7020	2107	00020	0120
Western Farm Life																
Wisconsin Agriculturist & Farmer																
†Wyandotte Herald	271	120	550	12	00	0	04	00	110	02	72	100	770	000	0000	2000

(†) This publication has been combined with Poultry Culture.

EXHIBIT NO. 30.

November [illegible] STANDARD RATE & DATA SERVICE—Agricultural Section [illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Name of Publication	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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												Dakota Farmer, The																
												E																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1200	[illegible]	[illegible]	[illegible]	[illegible]	1190	[illegible]	Everybody's Poultry Magazine	1029	1211	701	1130	373	220	144	[illegible]	144	104	117	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Farm and Ranch	11045	[illegible]	[illegible]	[illegible]	[illegible]	7	4	72	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												Farmer & Farm, Stock & Home																
												Farmer's Wife	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1517	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												Farm Journal	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Idaho Farmer	6		18	177	1133	[illegible]	165	54	4	22	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												Indiana Farmer's Guide																
												K																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	75	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Kansas City Star (Weekly)	57744	109	[illegible]	[illegible]	101	67	140	[illegible]	[illegible]	700	15	12	[illegible]	[illegible]	[illegible]	[illegible]
						101	440			345	[illegible]	Kansas Farmer (Mail & Breeze)			410	127			104	[illegible]	125						[illegible]	[illegible]
												L																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	987	1156	[illegible]	15	271	1029	1407	Leghorn World	382	281	825	1971	331	214	124	1007	176	172	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												M																
[illegible]												Michigan Farmer																
						1485	[illegible]			165	[illegible]	Missouri Ruralist	[illegible]		452	[illegible]				[illegible]							[illegible]	[illegible]
								39	65			Montana Farmer					[illegible]	[illegible]	1248									
												N																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	15	157	[illegible]	[illegible]	Nashville Dairy News & Dairy Journal-Bulletin	30	10	107	[illegible]	43	82	12	[illegible]	5	7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
						[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	Nebraska Farmer							2745	[illegible]								
												New England Homestead																
												New Zealand Poultry Journal (A. R. C. Applicant)																
												O																
	[illegible]											Ohio Farmer, The																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Oklahoma Farmer-Stockman	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Oregon Farmer	1	1	17	[illegible]	[illegible]	[illegible]	6	[illegible]	7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												P																
[illegible]	15	[illegible]	1	4	[illegible]	[illegible]	[illegible]	[illegible]	67	[illegible]	[illegible]	Pacific Northwest Farm Trib.	22	2	87	45	[illegible]	[illegible]	190	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												Pacific Rural Press																
												Pennsylvania Farmer																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Plymouth Rock Monthly	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]												Prairie Farmer																
	[illegible]	[illegible]	[illegible]	[illegible]								Progressive Farmer and Southern Ruralist	[illegible]	[illegible]	[illegible]	[illegible]												[illegible]
												R																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Rhode Island Red Journal	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	152	97	647	[illegible]	127	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												Rural New Yorker																
												S																
												Semi-Weekly Farm News	1073	415	[illegible]	[illegible]					[illegible]							[illegible]
	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]					Southern Agriculturist	[illegible]	[illegible]	[illegible]	[illegible]												[illegible]
	[illegible]	[illegible]										Southern Planter																
												Standard Farm Field—Golden Cabin Imports	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Standard Farm Paper Unit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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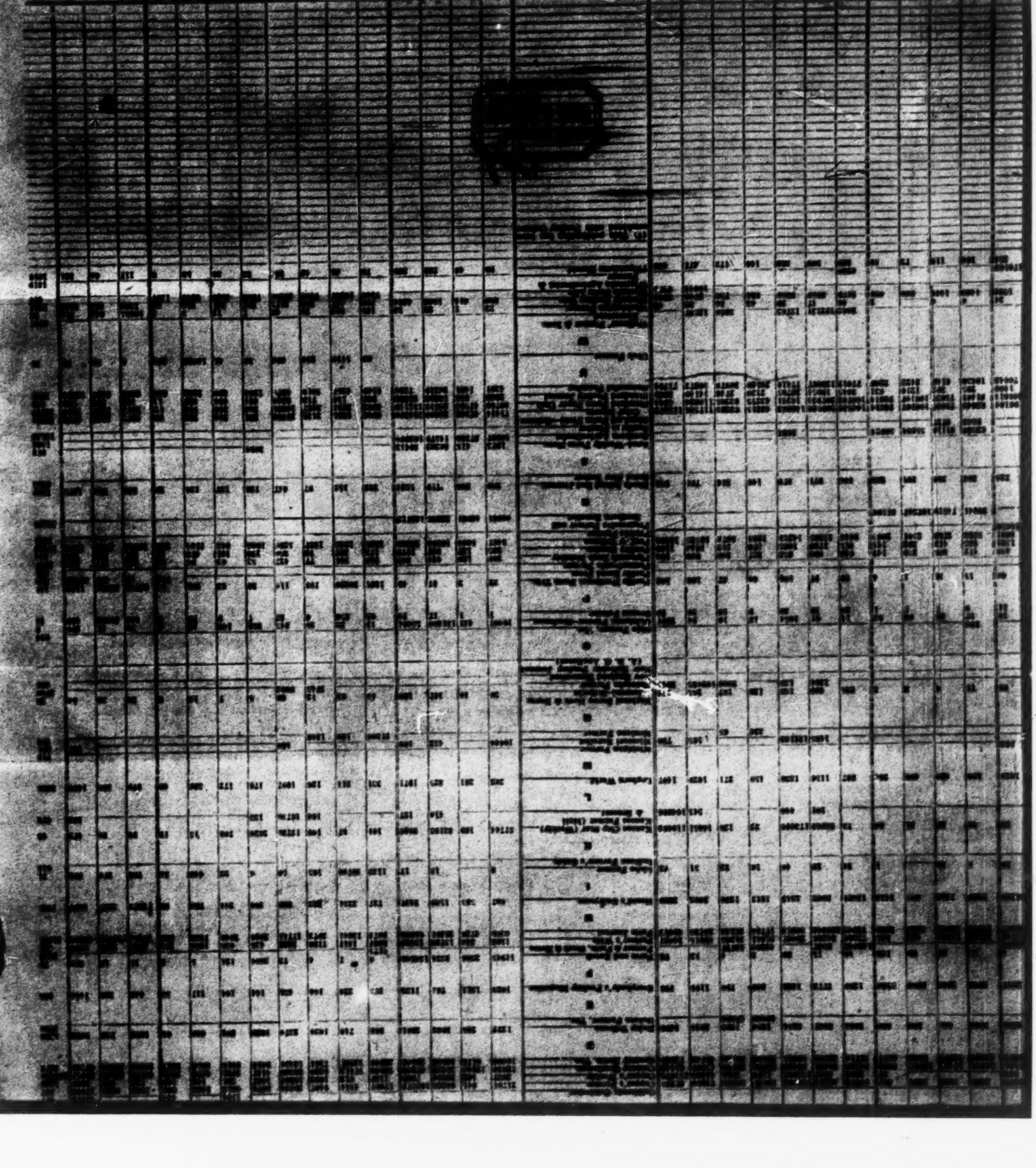
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Successful Farming	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												U																
												Utah Farmer					[illegible]	1410	[illegible]	[illegible]	[illegible]	41	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												W																
												Wallaces' Farmer & Iowa Homestead																
					[illegible]	[illegible]	[illegible]		[illegible]	[illegible]		Washington Farmer	13	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Wisconsin Farmer	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
										[illegible]	[illegible]	Wisconsin Agriculturist & Farmer																
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Wyoming Herald	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	117	[illegible]	[illegible]	[illegible]

(†) This publication has been combined with Poultry Culture



Period Ending	Net Paid Average	Distrib. Taken from Issue of	Total Net Paid of Distribution: Mail	Total Net Paid of Distribution: Single Copy Sales	Name of Publication Listing Only Papers Which Are Members of A. B. C.	Territorial Distribution (Sworn-to Agate Lines for circulation by States): New England	Middle Atlantic	South Atlantic	East North Central	East South Central	West North Central	West South Central	Mountain States	Pacific States	Misc. and Foreign	Mail Distribution by Cities According to Population: Issue of	500,000 and over	100,000 to 500,000	25,000 to 100,000	10,000 to 25,000	2,500 to 10,000	1000 to 2500	Under 1000	Misc. and Farm	Subscription Price: Per Copy	Per Year
					A																					
6-30-31	163,279	Jun 27	147,209	———	Amer. Agriculturist	21,069	141,127	4,616	———	———	11,304	29,673	10,910	6,156	21,940	2,827	Jun 27	.53%	1.16%	2.05%	8.72%	15.00%	19.21%	52.90%	1.50%	.05	1.00
6-30-31	264,250	Jun	238,201	———	Amer. Fruit Grower	32,012	32,547	21,227	30,327	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	.10	.50
6-30-31	274,310	Jun	274,310	2,000	Amer. Poultry Jrl.	15,123	43,605	42,139	97,284	36,189	33,227	27,481	13,944	16,424	6,339	Jun	2.44%	6.25%	9.74%	6.66%	16.36%	16.36%	40.65%	1.70%	.10	.35
6-30-31	83,288	Jun 15	75,000	———	Arkansas Farmer	———	13	16	56	516	1,200	72,679	22	36	———	———	———	———	———	———	———	———	———	———	———	.05	.50
					B																					
6-30-31	130,731	Jun	122,023	34	Breeder's Gazette	2,867	7,240	4,883	65,247	4,314	31,066	6,021	6,892	4,215	1,101	Jun	1.08%	2.52%	3.06%	6.17%	14.85%	18.21%	53.79%	.90%	.10	.35
					C																					
6-30-31	32,967	Jun 27	32,052	———	California Cultivator	———	———	———	———	———	———	———	2,925	29,978	677	Jun 27	2.80%	1.66%	9.52%	8.55%	20.28%	16.50%	21.64%	.39%	.05	1.00
6-30-31	284,783	Apr	1,004,922	622	Capper's Farmer	2,102	11,277	12,155	171,670	7,026	197,695	107,641	73,057	29,450	227	Apr	.31%	1.46%	2.32%	4.24%	13.07%	20.20%	56.11%	.07%	———	.50
6-30-31	370,476	Jun 30	361,000	———	Capper's Weekly	———	———	———	4,646	67	287,942	40,208	23,882	3,204	1,440	Jun 30	.33%	1.15%	1.69%	4.77%	13.63%	19.10%	50.48%	.05%	.05	———
6-30-31	1,730,423	Mar	1,600,710	252,304	Country Gentleman	100,197	265,602	121,760	279,718	36,047	354,065	122,952	82,944	125,842	168,893	Mar	3.70%	6.16%	7.28%	7.28%	16.13%	15.67%	20.21%	2.53%	.05	.35
6-30-31	1,377,666	Feb	1,340,414	13,040	Country Home, The	80,480	253,206	87,307	466,022	33,000	104,541	90,746	62,340	111,060	8,873	Feb	1.04%	2.13%	4.16%	5.92%	16.22%	18.42%	48.76%	.84%	.05	.35
					D																					
6-30-31	94,502	Jun	100,214	———	Dairy Tribune	5,930	12,723	8,040	22,740	3,422	26,762	6,681	6,852	3,665	1,929	Jun	1.77%	2.32%	2.96%	5.10%	16.74%	18.88%	50.18%	1.91%	.15	.50
6-30-31	90,444	May 15	91,783	———	Dakota Farmer, The	———	———	———	———	———	88,983	———	———	———	2,700	May 15	———	———	.70%	2.51%	3.50%	16.75%	76.24%	0.11%	.05	1.00
					E																					
6-30-31	88,949	May	91,962	2,454	Everybody's Poultry Magazine	4,540	22,633	12,722	21,683	11,859	8,846	4,067	1,305	2,464	963	May	2.06%	4.66%	5.56%	6.96%	16.70%	15.96%	44.66%	2.06%	—	.35
					F																					
6-30-31	160,868	May 16	167,165	100	Farm and Ranch	1	25	160	165	814	220	163,211	2,888	220	797	May 16	.63%	1.61%	1.63%	3.23%	16.48%	25.53%	51.57%	.13%	.05	———
6-30-31	272,027	Jun 27	270,225	———	Farmer & Farm, Stock & Home	———	———	———	18,273	———	244,685	———	6,173	———	2,990	Jun 27	.09%	1.04%	.61%	2.98%	8.27%	17.74%	68.05%	.84%	—	1.00
6-30-31	1,964,966	Jun	1,967,375	———	Farmer's Wife	25,532	108,340	64,921	329,374	25,59	322,949	32,277	16,627	10,632	8,367	Jun	1.03%	2.19%	4.27%	3.48%	14.36%	17.27%	50.16%	.84%	.10	.35
6-30-31	1,560,960	Mar	1,525,161	7,556	Farm Journal	86,971	226,169	86,821	433,247	47,43	194,126	102,289	57,276	81,147	11,121	Mar	1.06%	2.09%	4.13%	5.74%	16.25%	18.42%	51.80%	.73%	.10	.35
					H																					
6-30-31	107,333	Jun 25	103,603	36	Hoard's Dairyman	4,635	19,816	6,379	93,604	4,736	31,620	5,297	6,583	7,089	1,661	Jun 2	.80%	1.60%	2.90%	5.60%	17.20%	18.80%	51.30%	.90%	.05	.35
					I																					
6-30-31	24,078	Jun 4	22,542	———	Idaho Farmer	1	29	40	122	2	230	43	21,544	1,462	11	Jun 4	———	.27%	.32%	3.72%	25.66%	16.38%	19.05%	4.66%	.05	.50
6-30-31	160,723	Jun 27	163,040	———	Ind. Farmer's Guide	———	———	———	162,433	———	———	———	———	———	615	Jun 27	.07%	2.09%	6.58%	7.51%	20.21%	19.58%	43.57%	.38%	.05	.50
					K																					
6-30-31	403,197	Jun 24	403,291	———	Kansas City Star (Weekly)	16	82	147	678	247	325,893	149,072	16,459	654	43	Jun 24	.08%	.42%	1.03%	3.52%	13.31%	19.38%	62.25%	.01%	.05	.50
6-30-31	118,835	Jun 27	123,961	77	Kansas Farmer (Mail & Breeze)	———	———	———	———	———	105,694	587	16,975	163	672	Jun 27	.06%	1.17%	1.36%	5.56%	12.89%	17.55%	61.33%	.07%	.05	1.00
					L																					
6-30-31	42,682	Jun	40,647	———	Leghorn World	1,171	6,939	3,454	9,731	1,671	6,347	3,470	2,694	2,856	2,925	Jun	2.93%	7.36%	7.28%	8.07%	17.90%	15.64%	33.36%	7.45%	—	.50
					M																					
6-30-31	151,200	Jun 27	150,883	———	Michigan Farmer	———	———	———	———	150,131	———	———	———	———	752	Jun 27	.85%	1.11%	5.24%	4.44%	13.60%	20.98%	32.84%	.84%	———	.50
6-30-31	131,377	Jun 15	135,746	———	Missouri Ruralist	———	———	———	9,024	———	124,722	11,198	186	107	641	Jun 15	.69%	.41%	1.79%	2.89%	13.01%	18.91%	61.87%	———	.05	.50
6-30-31	80,207	Jun 15	80,903	———	Montana Farmer	———	———	———	———	———	305	———	29,734	———	874	Jun 15	.11%	.39%	1.84%	4.14%	8.84%	13.32%	70.76%	.57%	.05	.50
					N																					
6-30-31	2,000	Jun	2,000	———	Nat'l Nurse News & Nurse Jrl. Bulletin	6	31	23	850	23	1,663	340	186	114	23	Jun	.70%	2.66%	4.66%	7.66%	20.66%	21.66%	45.66%	.50%	.05	.50
6-30-31	194,447	Jun 27	196,154	———	Nebraska Farmer	———	———	———	———	———	188,817	———	12,637	———	2,700	Jun 27	———	.66%	.95%	2.75%	8.01%	20.35%	64.27%	2.10%	———	1.00
6-30-31	90,000	Apr 25	90,379	71	New Eng. Homestead	90,552	2,650	———	———	———	———	———	———	———	646	Apr 25	1.78%	2.48%	5.00%	8.00%	24.14%	24.62%	32.46%	.82%	.05	1.00
———	———	———	———	———	New Reliable Poultry Jrl. (A. B. C. Applicant)	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———
					O																					
6-30-31	102,000	Jun 27	102,200	———	Ohio Farmer, The	———	11,321	1,418	148,113	58	———	———	———	———	824	May 2	.41%	2.56%	3.71%	7.46%	18.96%	17.82%	48.46%	———	.05	.50
6-30-31	981,667	Jun 15	995,972	———	Oklahoma Farmer-Stockman	2	53	100	270	29	6,903	197,588	1,510	363	9	Jun 15	.01%	2.55%	2.20%	6.65%	19.13%	21.26%	48.20%	———	.05	.50
6-30-31	80,766	Jun 6	82,200	———	Oregon Farmer	30	62	13	87	15	163	29	382	32,613	24	Jun 6	———	3.76%	3.76%	6.12%	18.40%	12.42%	53.71%	2.61%	.05	.50
					P																					
6-30-31	121,921	Jun 6	120,041	———	Pacific Northwest Farm Trio	55	123	80	337	71	614	124	32,620	85,874	131											
6-30-31	53,661	Jun 27	53,581	46	Pacific Rural Press	———	———	———	———	———	———	———	773	52,196	628	Jun 27	1.92%	1.26%	9.72%	8.65%	20.11%	17.21%	35.07%	.56%	.05	1.00
6-30-31	150,440	Jun 27	149,473	———	Pennsylvania Farmer	———	125,632	22,680	———	———	———	———	———	———	961	Jun 27	.70%	.60%	2.80%	7.30%	19.70%	15.80%	32.90%	———	.05	.50
6-30-31	27,000	Jun	26,111	———	Plymouth Rock Monthly	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———	———
6-30-31	1,300	Jun	2,786	2,936	Poultry Item	1,300	2,786	2,936	7,538	1,236	4,611	1,632	1,071	1,251	3,000	Jun	2.92%	6.21%	6.46%	6.51%	18.66%	16.46%	29.54%	11.52%	.10	.50
12-31-30	42,500	Dec	22,027	1,615	Poultry Success	1,684	4,906	2,533	11,375	1,791	6,659	2,166	1,791	1,260	540										.10	.25
6-30-31	276,407	Jun	279,013	1,276	Poultry Tribune	19,324	46,765	23,215	95,941	13,847	23,919	50,155	17,225	23,510	17,452	Jun	2.66%	5.02%	6.66%	6.77%	16.75%	16.39%	41.77%	4.58%	.15	.50
6-30-31	314,672	Jun 27	317,471	———	Prairie Farmer	———	———	———	313,930	———	———	———	———	———	3,541	Jun 27	.39%	1.39%	4.33%	6.39%	17.77%	20.51%	48.48%	.01%	———	1.00
					Progressive Farmer & Southern Ruralist	———	———	119,500	———	353,26	———	279,644	———	———	11,165	May 1	.65%	1.71%	3.39%	4.70%	14.61%	17.52%	55.99%	.02%	.05	.35
					R																					
6-30-31	28,650	Jun	29,020	———	Rhode Island Red Journal	2,721	2,357	2,288	5,046	1,234	4,521	2,705	1,536	2,180	1,349	Jun	2.62%	7.62%	8.00%	9.18%	20.26%	15.81%	21.53%	3.17%	—	.25
6-30-31	229,685	Jun 27	230,579	———	Rural New Yorker	40,816	102,900	10,578	9,713	———	———	———	———	———	6,483	Jun 27	2.93%	3.78%	6.66%	8.00%	16.61%	16.21%	38.71%	2.82%	—	.50
					S																					
6-30-31	125,190	Jun 30	129,872	———	Semi-Weekly Farm News	———	———	———	———	———	———	116,065	2,806	———	972	May 15	.04%	.22%	.37%	2.63%	18.84%	22.02%	54.86%	.80%	.05	1.00
6-30-31	687,256	Jun	687,160	———	Southern Agriculturist	———	———	214,042	2,845	260,448	2,022	205,216	———	———	1,542	Jun	.04%	1.61%	2.73%	4.48%	17.87%	17.83%	53.42%	.01%	.05	.50
6-30-31	224,304	Jun 15	230,874	———	Southern Planter	———	———	200,437	———	18,292	———	———	———	———	13,145	Jun 15	.88%	1.79%	2.86%	4.73%	12.63%	14.82%	61.28%	.01%	.05	.50
6-30-31	2,139,577	———	2,114,521	115	Standard Farm Field — Holstein Color Inserts	25,782	290,100	454,082	760,801	210,063	250,301	294,076	60,552	7,350	22,051	———	———	———	———	———	———	———	———	———	———	———
6-30-31	2,578,950	———	2,566,565	20	Standard Farm Paper Unit	25,782	290,100	454,082	760,801	210,063	250,301	294,076	60,552	7,350	22,051	———	———	———	———	———	———	———	———	———	———	———
6-30-31	143,883	Jun	141,642	———	Stand. Poultry Jrl.	722	961	3,716	7,168	2,536	72,408	43,560	9,120	1,962	630	Jun	.50%	1.84%	2.98%	4.75%	14.35%	19.36%	54.74%	.68%	.05	.25
6-30-31	1,194,000	Feb	1,188,442	2,540	Successful Farming	21,825	91,454	90,474	422,018	21,311	463,870	30,655	26,777	30,042	3,901	Jun	.63%	1.92%	4.10%	5.85%	15.87%	16.61%	52.74%	.56%	.05	.35
					U																					
6-30-31	18,000	Jun 30	17,737	———	Utah Farmer	———	———	———	———	———	———	———	17,880	80	700	Jun 30	———	6.11%	7.39%	8.90%	20.14%	21.29%	43.29%	1.90%	—	.50
					W																					
6-30-31	944,870	May 30	944,714	———	Wallaces' Farmer & Iowa Homestead	———	———	———	8,814	———	221,022	———	———	———	5,107	May 30	.14%	.02%	2.05%	2.02%	24.72%	22.01%	26.21%	.02%	.05	1.00
6-30-31	83,000	Jun 6	83,164	———	Washington Farmer	9	———	22	27	126	271	54	654	61,210	800	Jun 6	———	6.50%	3.17%	10.75%	21.97%	24.70%	32.07%	1.04%	.05	.50
6-30-31	83,321	Jun	83,287	———	Waverly Poultry Trio	6,991	11,182	7,870	22,115	6,142	13,511	7,790	5,202	6,207	7,261	———	———	———	———	———	———	———	———	———	———	———
6-30-31	80,000	Jun 15	80,082	———	Western Farm Life	———	———	———	———	———	12,055	———	70,588	———	887	Jun 15	———	1.89%	4.17%	4.67%	8.79%	20.19%	54.41%	.76%	.05	.35

6-30-31	804,715	Apr	1,004,000	682	Canadian Countryman																							
6-30-31	316,070	Jun 30	361,000		Capper's Farmer	2,103	11,377	12,155	171,470	7,924	197,99	197,641	73,852	39,454	327	Apr	.31%	1.48%	2.32%	4.37%	15.14%	29.95%	38.71%	9%		.50	
6-30-31	2,726,423	Mar	1,400,740	253,500	Capper's Weekly				4,646		57	297,8	40,000	23,000	2,304	1,040	Jun 30	.33%	1.15%	1.80%	4.77%	13.43%	19.19%	30.00%	05%	.05		
6-30-31	1,377,000	Feb	1,400,011	18,000	Country Gentleman	109,197	265,000	121,760	279,718	54,047	354,665	132,953	82,846	135,000	102,000	Mar	3.70%	6.16%	7.28%	7.28%	18.13%	15.07%	28.21%	5.05%	.05		
6-30-31	1,377,000	Feb	1,400,011	18,000	Country Home, The	80,000	253,000	87,507	406,032	35,000	404,541	90,748	62,240	111,000	3,573	Feb	1.04%	2.13%	4.16%	8.92%	18.32%	18.63%	48.74%	.36%	.05		.35
					D																							
6-30-31	94,502	Jun	100,214		Dairy Tribune	5,950	12,723	8,040	22,740	3,633	26,703	8,401	6,852	3,445	1,939	Jun	1.77%	2.32%	3.96%	5.10%	16.74%	18.86%	50.18%	1.91%	.15		.50
6-30-31	90,446	May 15	91,763		Dakota Farmer, The						88,003				3,760	May 15			.70%	2.51%	3.50%	14.73%	76.34%	4.11%	.05		1.00
					E																							
6-30-31	90,940	May	91,962	2,454	Everybody's Poultry Magazine	4,540	22,433	12,732	21,683	11,889	9,846	6,867	1,585	2,464	963	May	2.90%	4.00%	5.50%	6.90%	16.70%	15.90%	44.60%	3.00%	—		.35
					F																							
6-30-31	100,005	May 10	107,105	100	Farm and Ranch	1	25	140	103	31%	220	163,211	2,880	230	791	May 10	.03%	1.61%	1.43%	3.23%	16.48%	21.53%	51.57%	.19%	.05		——
6-30-31	272,022	Jun 27	270,225	——	Farmer & Farm, Stock & Home				18,275		244,685		4,175	——	2,990	Jun 27	.09%	1.04%	.45%	2.98%	8.27%	17.74%	69.05%	.06%	—		1.00
6-30-31	1,004,206	Jun	1,007,375	——	Farmer's Wife	25,532	188,340	64,921	320,374	27,59	22,949	32,377	16,02	10,622	636	Jun	1.63%	2.19%	4.27%	5.68%	16.24%	17.37%	52.16%	.06%	——		.35
6-30-31	1,500,000	Mar	1,353,161	7,556	Farm Journal	84,971	226,165	84,821	433,247	47,43	194,126	102,389	57,276	91,167	11,121	Mar	1.06%	2.09%	4.13%	5.71%	16.2%	18.42%	51.50%	.72%	.10		.35
					H																							
6-30-31	187,333	Jun 25	183,602	36	Hoard's Dairyman	4,63%	19,816	6,379	93,004	4,75%	34,020	5,297	6,58%	7,000	1,461	Jun 25	.80%	1.40%	2.90%	5.60%	17.20%	18.80%	51.30%	.80%	.05		.35
					I																							
6-30-31	84,070	Jun 6	23,542	——	Idaho Farmer	1-	29	40	122	2-	230	43	31,544	1,442	11	Jun 6		.27%	.32%	3.72%	25.60%	14.36%	19.05%	4.44%	.05		.60
6-30-31	160,723	Jun 27	163,040	——	Ind. Farmer & Guide				142,430						615	Jun 27	.07%	2.09%	6.58%	7.31%	20.21%	19.58%	43.57%	.36%	.05		.50
					K																							
6-30-31	402,107	Jun 24	403,201	-	Kansas City Star (Weekly)	16	82	147	678	247	325,893	149,072	16,458	654	63	Jun 24	.08%	.42%	1.03%	3.52%	13.31%	19.38%	62.23%	.61%	.05		.50
6-30-31	118,835	Jun 27	123,861	77	Kansas Farmer (Mail & Breeze)						105,694	587	16,872	163	672	Jun 27	.06%	1.17%	1.38%	5.54%	12.89%	17.55%	61.32%	.07%	.05		1.00
					L																							
6-30-31	42,682	Jun	40,467	——	Leghorn World	1,171	6,039	3,454	9,731	1,671	6,347	3,459	2,691	2,956	3,025	Jun	3.03%	7.36%	7.28%	9.07%	17.96%	15.61%	33.36%	7.45%	—		.50
					M																							
6-30-31	151,800	Jun 27	150,883	——	Michigan Farmer				150,131						757	Jun 27	.85%	1.11%	5.34%	4.44%	12.68%	20.96%	52.84%	.84%	——		.50
6-30-31	151,377	Jun 13	155,748	——	Missouri Ruralist				9,024		134,552	11,199	186	107	681	Jun 13	.49%	.41%	1.79%	2.09%	13.01%	19.91%	61.87%	.05	.05		.50
6-30-31	30,997	Jun 15	30,003	——	Montana Farmer						395		28,734		874	Jun 15	.11%	.29%	1.94%	4.14%	8.80%	13.32%	70.76%	.57%	.05		.50
					N																							
6-30-31	2,000	Jun	2,000	——	Nat'l Horse News & Duroc Jrl. Bulletin	6	31	22	858	22	1,663	346	186	114	23	Jun	.74%	2.00%	4.00%	7.00%	20.00%	21.00%	45.00%	.50%	.05		.50
6-30-31	134,047	Jun 27	134,154	——	Nebraska Farmer						108,817		12,637		2,700	Jun 27		.66%	.85%	2.78%	8.91%	20.37%	64.27%	2.18%			1.00
6-30-31	80,000	Apr 25	80,579	78	New Eng. Homestead	96,552	2,459	——	——	——	——	——	——	——	610	Apr 2	1.78%	2.48%	5.90%	8.60%	20.16%	26.63%	32.46%	.63%	.05		1.00
					New Hollstein Poultry Jrl. (A.B.C. Applicant)	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——
					O																							
6-30-31	162,000	Jun 27	162,200	——	Ohio Farmer, The		11,321	1,410	148,113	56	——	——	——	——	821	May 2	.41%	2.24%	3.71%	7.46%	18.98%	17.82%	49.48%	——	.05		.50
6-30-31	395,647	Jun 13	395,023	——	Oklahoma Farmer-Stockman	2	53	166	270	29	4,913	197,500	1,510	363	9	Jun 13	.01%	2.00%	2.00%	6.65%	19.13%	21.29%	48.29%				.50
6-30-31	52,760	Jun 6	52,300	——	Oregon Farmer	50	62	13	97	15	115	29	382	32,613	24	Jun 6	——	3.76%	2.74%	6.12%	18.40%	12.42%	55.71%	2.84%	.05		.40
					P																							
6-30-31	121,921	Jun 4	120,041	——	Pacific Northwest Farm Trio	55	123	80	337	73	614	120	32,620	85,874	131													
6-30-31	53,641	Jun 27	53,551	66	Pacific Rural Press								773	52,194	628	Jun 27	1.52%	1.26%	2.72%	6.65%	26.11%	17.21%	35.07%	.54%	.05		1.00
6-30-31	150,000	Jun 27	149,473	——	Pennsylvania Farmer			125,632	23,000						911	Jun 27	.70%	.60%	3.80%	7.30%	19.70%	15.00%	52.90%	——	.05		.50
					Plymouth Rock Monthly																							
6-30-31	27,661	Jun	26,111	——		1,309	2,786	2,034	7,538	1,25%	4,41%	1,672	1,073	1,251	3,907	Jun	2.92%	6.21%	6.40%	8.51%	18.46%	16.44%	29.54%	11.52%	.10		.50
12-31-30	42,346	Dec	32,837	1,612	Poultry Success	1,686	4,806	2,533	11,37%	1,781	6,859	2,168	1,781	1,240	500										.10		.25
6-30-31	276,407	Jun	279,013	2,276	Poultry Tribune	19,328	46,765	23,21%	95,841	13,847	73,919	50,155	17,225	23,510	17,052	Jun	2.66%	5.02%	6.66%	6.77%	16.75%	16.39%	41.77%	6.54%	.15		.50
6-30-31	814,672	Jun 27	817,471	——	Prairie Farmer				313,930						3,41	Jun 27	.39%	1.39%	4.33%	6.39%	17.77%	20.51%	49.48%	.01%	——		1.00
					Progressive Farmer & Southern Ruralist																							
6-30-31	1,667,917	May 15	1,663,572	——				319,500	——	353,26	——	279,644	——	——	11,165	May 1	.05%	1.71%	3.29%	4.70%	14.81%	17.52%	55.90%	.02%	.05		.35
					R																							
6-30-31	28,033	Jun	26,020	——	Rhode Island Red Journal	2,721	2,357	2,388	5,040	1,234	6,521	2,705	1,538	2,180	1,549	Jun	2.62%	7.43%	8.66%	9.18%	20.26%	15.81%	31.53%	5.17%	—		.25
6-30-31	229,485	Jun 27	230,378	——	Rural New Yorker	40,818	102,966	16,578	9,713	——	——	——	——	——	6,483	Jun 27	3.93%	3.78%	6.46%	9.06%	16.01%	16.21%	38.71%	3.83%	—		.50
					S																							
6-30-31	125,186	Jun 30	120,873	——	Semi-Weekly Farm News	——	——	——	——	——	——	116,005	3,896	——	972	May 15	.01%	.22%	.37%	2.63%	18.24%	22.02%	54.66%	.80%	.05		1.00
6-30-31	687,234	Jun	647,140	——	Southern Agriculturist	——	——	214,042	2,845	240,448	3,033	205,210	——	——	1,562	Jun	.04%	1.61%	2.73%	4.48%	17.87%	17.83%	55.42%	.01%	.05		.50
6-30-31	226,304	Jun 15	230,378	——	Southern Planter	——	——	206,437	——	18,294	——	——	——	——	13,148	Jun 15	.08%	1.78%	2.86%	4.73%	12.63%	14.82%	61.28%	.01%	.05		.50
					Standard Farm Field —Halston Color Inserts	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——
6-30-31	2,129,377	——	3,116,521	115		25,703	200,106	454,002	760,901	258,603	950,201	294,070	60,553	7,250	22,051	——	——	——	——	——	——	——	——	——	——	——	——	——
6-30-31	2,578,930	——	2,554,505	20	Standard Farm Paper Unit	25,703	169,95	430,495	812,923	256,01	923,185	284,041	52,39%	7,000	20,700	——	——	——	——	——	——	——	——	——	——	——	——	——
6-30-31	142,903	Jun	141,646	——	Stand. Poultry Jrl.	722	961	2,714	7,108	2,526	72,408	43,500	9,129	1,063	630	Jun	.50%	1.84%	2.98%	4.75%	16.25%	19.34%	54.74%	.09%	.05		.25
6-30-31	1,134,630	Jun	1,166,463	8,544	Successful Farming	21,525	91,454	30,474	432,018	21,511	463,070	30,635	26,777	26,042	3,901	Jun	.63%	1.02%	6.10%	5.85%	13.57%	16.61%	52.74%	.16%	.05		.25
					U																							
6-30-31	18,020	Jun 25	17,727	——	Utah Farmer	——	——	——	——	——	——	——	17,558	90	70	Jun 25	——	6.11%	7.39%	8.88%	20.14%	21.10%	42.20%	1.00%	——		.80
					W																							
6-30-31	944,870	May 20	944,710	——	Wallaces' Farmer & Iowa Homestead	——	——	——	8,514	——	221,022	——	——	——	5,167	May 20	.14%	.89%	2.05%	3.49%	14.73%	22.01%	56.31%	.02%	.05		1.00
6-30-31	54,000	Jun 6	53,104	——	Washington Farmer	9	23	27	129	16	271	54	654	61,819	84	Jun 6	——	5.39%	2.17%	14.73%	22.97%	16.70%	66.07%	1.97%	.05		.60
6-30-31	90,301	Jun	92,307	——	Waverly Poultry Trio	6,301	11,183	7,870	22,113	4,163	15,311	7,790	5,303	6,227	7,301													
6-30-31	90,046	Jun 15	90,000	——	Western Farm Life	——	——	——	——	——	16,053	——	79,533	——	697	Jun 15	——	1.87%	2.17%	4.47%	15.79%	20.15%	56.41%	.70%	.05		.35
					Wis. Agriculturist & Farmer	——	——	——	178,210	——	4,230	——	——	——	1,810	Jun 27	.97%	.14%	4.22%	6.40%	16.11%	16.00%	57.11%	.01%	——		1.00
6-30-31	104,301	Jun 27	104,350	——	Wyandotte Herald	477	1,000	643	2,200	697	2,562	700	602	542	1,016	Jun	2.04%	6.67%	6.41%	7.80%	16.12%	16.04%	35.61%	6.54%	.10		.50
6-30-31	11,000	Jun	10,000	——		——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——	——

Circulation statements dated June 30, 1930, and Dec. 31, 1930, indicates A.B.C. statements for June 30, 1931, have not been released by the A.B.C. at the time this issue went to press.

(1) This publication has been combined with Poultry Culture.

(1) This distribution includes entire edition—mail and single copy sales.

117 (J. E. Gill resuming):

The Standard Rate and Data Service has been publishing books like the one in which Exhbits Numbers 29, 30 and 31 are contained, for the past eight or ten years. We have in court here books for 1928 up to 1932 or 1933. I have examined these books generally during my career as an advertising man, and it is a part of my work to check and know circulations of various newspapers in various states, and I would say that the data and information contained in Exhibits 29, 30 and 31 is, for all practical purposes, approximately the same for the years 1928 to 1933. Exhibits Numbers 32, 33 and 34 are pages taken from the publications of the Standard Rate and Data Service of February, 1929. It covers the statements of publications as of June 30, 1928, and contains the same information as was contained in the exhibits produced for 1931.

Exhibits Numbers 32, 33 and 34 were thereupon offered and read in evidence, to which offer the same objections as interposed to Exhibits 29, 30 and 31 were made, overruled, and exceptions taken by the plaintiff. These exhibits were as follows:

THE AGRICULTURAL SECTION

This section includes general agricultural papers, fruit, dairy, livestock, bee, poultry, etc. For the convenience of subscribers in selecting media in this section the publications are classified below.

[illegible]
[illegible] Advocate
[illegible] Farmer
[illegible] Farmer
[illegible] Farmer

Standard Dairy Publications
Stock and Dairy Farmer

FRUIT—See also "Fruit" in Business Papers Section.
American Fruit Grower
Better Fruit
California Citograph
Citrus Industry
Citrus Leaves
Florida Fruit World
Fruits and Gardens
Grape Belt & Chautauqua Farmer
Rural-Sweet Chronicle
Sunwest Standard

LIVE STOCK (General)
American Swineherd
Arizona Cattleman and Farmer
Cattleman
Corn Belt Dailies:
Daily Drovers Journal
Daily Drovers Telegram
Daily Journal Stockman
Daily Live Stock Reporter
Live Stock Markets
Live Stock Record
National Live Stock Producer
New Breeder's Gazette
Producer, The (Denver)
Southwest Livestock
Western Breeders Journal

BREED PUBLICATIONS—(Live Stock)
Aberdeen-Angus Journal
American Herdsman, The
American Hereford Journal
American Sheep Breeder
Ayrshire Digest
Chester White Journal
Chester White World
Duroc Journal Bulletin
Duroc Sentinel
Guernsey Breeders' Journal
Holstein-Friesian World
National Duroc News
Pittsburgh Live Stock Journal
Poland China Advocate
Poland China Journal
Shorthorn World and Farm Magazine
Spotted Poland China Digest
Standard Breed Publications
Swine World
Weekly Live Stock Reporter

POULTRY—See also "Poultry and Poultry Products" in Business Papers Section.
American Poultry Journal
Anzeca World
National Rural Bank (Poultry) Journal
National Poultry Journal
New England Poultryman
Northwest Poultry Journal
O. K. Poultry Journal
Pacific Poultry Breeder
Pacific Poultryman
Pacific Poultryman
Plymouth Rock Monthly
Poultry Breeder
Poultry Farmer and Rabbit Breeder
Poultry Herald
Poultry Item
Poultry Keeper
Poultryman, The
Poultry News
Poultry Press
Poultry Success
Poultry Tribune
Reliable Poultry Journal
Rhode Island Red Journal
Southwest Poultry and Swine Breeder
Standard Poultry Journal
Turkey World
Wash-egg
Waverly Poultry Four
Wyandotte Herald

PIGEONS & PET STOCK
American Pigeon Journal
American Pigeon Keeper
Small Stock Magazine

BEE
American Bee Journal
Beekeeper, The (Canada)
Gleanings in Bee Culture

FARM NEWSPAPERS
Alabama Times
Arkansas Gazette
Atlanta Tri-Weekly Journal
Capper's Weekly
Clover Leaf Weeklies
Commercial Appeal
Constitution, Tri-Weekly
Farmers' Weekly La Patrie (Canada)
Farmer's Weekly La Presse (Canada)
Kansas City Star-Weekly
Semi-Weekly Farm News
Twice-A-Week Spokesman-Review

FARM PAPERS IN FOREIGN LANGUAGE (except Canadian) appear in Foreign Language Section.
Bulletin de la Ferme, Le (French) (Canada)
Bulletin des Agriculteurs, Le (French) (Canada)
Voix du Sol, La (Canada)
Wheat Growers Journal

FARM PRODUCE—See also "Produce" in Business Papers Section
Market Growers Journal

FARM PUBLICATIONS ISSUED BY COLLEGES
Poultry Science

POWER FARMING—See also "Farm Implements" in Business Papers Section.
Agricultural Engineering
American Thresherman
Better Farm Equipment and Methods
Electricity on the Farm
Farm Mechanics

CO-OPERATIVE
Farmers Union Herald

FARMER'S ASSOCIATIONS
Arkansas Union Farmer
Associated Artisans Producer
Burley Tobacco Grower
California County Farm Bureau Monthlies
Cotton Association News
Equity News
Equity Union Exchange
Erie County Farm & Home Bureau News
Farm Bureau News (Dallas, Texas)
Farm Bureau News (Bellingham, Wash.)
Grange News
Hoosier Farmer
Kansas Grange Monthly
Kansas Union Farmer
McHenry County Farm Bureau Bulletin
Michigan Farm Bureau News
Minnesota Leader
Missouri Farm Bureau News
National Glosser Farm
National Grange Monthly
New Hampshire Farm Bureau Federation News
New State, The
Oakland County Farm Bureau Bulletin
Ohio State Grange Monthly
Oklahoma Union Farmer
Pennsylvania Farm Bureau News
Pennsylvania Grange News
Spokane County News
Stevens County Farm News
Tennessee Farm Bureau News
Virginia Union Farmer
West Virginia Farm Bureau News

AGRICULTURAL PAPERS CLASSIFIED ACCORDING TO STATES

ALABAMA
Alabama Times
Cotton Planter
Progressive Farmer & Farm Woman

ARIZONA
Arizona Cattleman and Farmer
Associated Artisans Producer

ARKANSAS
Arkansas Farmer
Arkansas Gazette
Arkansas Union Farmer
Cotton Association News

CALIFORNIA
California Citograph
Calif. County Farm Bureau Mo.
California Cultivator
California Dairyman
Citrus Leaves
Diamond Walnut News
Fruits and Gardens, Pacific
Fruits and Nuts Market Journal
Pacific Poultry Breeder
Pacific Rural Press
Poultryman, The
Rural-Sweet Chronicle
Western Fruit Grower

COLORADO
Colorado Farm and Home
Colorado State Dept Grower
Farmer
Western Farm Life

DISTRICT OF COLUMBIA
National Farm News
National Poultry Journal

FLORIDA
Citrus Industry
Farm and Live Stock Record
Florida Agriculturist
Florida Farm & Grove
Florida Farmer
Florida Fruit World
Florida Grower
Rural-Sweet Chronicle

GEORGIA
Atlanta Tri-Weekly Journal
Constitution, Tri-Weekly
Southeast Dairyman
Southern Cultivator
Southern Planter

IDAHO
Idaho Farmer

ILLINOIS
Agricultural Leaders' Digest
American Bee Journal
American Farming
American Fruit Grower
American Herdsman, The
American Poland Journal
American Poultry Journal
American Shorthorn
American Stock Breeder
American Swineherd
Baby Chick
Daily Drovers Journal
Daily Livestock Reporter
Dairymen's Journal
Dairy-Union Exchange
Farm Mechanics
Farmer's Weekly Review
Friendly Farmer
Hatchery Tribune
Illinois Farmer
Live Stock Markets
McHenry County Farm Bureau Bulletin
Milk Market Reporter
National Duroc News
National Live Stock Producer
New Breeder's Gazette
Poultry Keeper
Poultry Success
Poultry Tribune
Prairie Farmer
Shorthorn World and Farm Magazine
Standard Dairy Publications
Turkey World
Wyandotte Herald

INDIANA
Bureau Farmer
Chester White Journal
Farm Life
Farmer's Exchange and Noble Farmer
Hoosier Farmer
Indiana Farmer's Guide, The
Inland Poultry Journal
Jersey Bulletin and Dairy World
Poland China Advocate
Wanner's Farm Journal

IOWA
Aberdeen-Angus Journal
Chester White World
Dairy Farmer
Iowa Bankbook
Iowa Farmer's Home Farmer
Iowa Farmer & Corn Belt Farmer
Iowa Homestead
Iowa Stockman
Live Stock Record
Pacific Rural Press
Pittsburgh Live Stock Journal
Poultry Item
Successful Farming
Wallace's Farmer

KANSAS
Capper's Farmer
Capper's Weekly
Clover Leaf Weeklies
Dickey County Poultry News
Farmers' Mail (Mail & Breeze)
Kansas Farmer
Missouri Valley Poultry and Dairy Farmer
Ohio Farmer-Dairyman
Poland China Journal
Shorthorn World
Standard Poland China Digest
Standard Poultry Journal
Wheat Grower Journal

KENTUCKY
Burley Tobacco Grower
Farmers Home Journal
Market Growers' Journal
Mission Planter

LOUISIANA
Modern Farming
Southern Dairyman

MAINE
Comfort

MARYLAND
Maryland Farmer

MASSACHUSETTS
National Grange Monthly
New England Dairyman
New England Homestead
New England Poultryman

MICHIGAN
Agricultural Engineering
Fruits and Gardens
Michigan Farm Bureau News
Michigan Farmer
Michigan Milk Messenger
Michigan Poultryman
Modern Poultry Breeder
National Rural Bank (Poultry) Journal
National Glosser Farm
Oakland County Farm Bureau Bulletin

MINNESOTA
Clover Leaf Weeklies
Farmer, The
Farmers Union Herald
Farmer's Wife
Farm, Stock & Home
Minnesota Leader
Poultry Herald
Stock and Dairy Farmer

MISSISSIPPI
Southland Dairy Farmer

MISSOURI
Agricultural Review
American Poland Journal
American Swineherd Journal
Better Farm Equipment and Methods
Daily Drovers Telegram
Fruits and Gardens
Intermountain Baby Chick News
Missouri Farm Bureau News
Missouri Farmer
Missouri Ruralist
Missouri Valley Poultry and Dairy Farmer
Ohio Farmer-Dairyman
Poland China Journal
Standard Poland China Digest
Standard Poultry Journal

MONTANA
Dakota Farmer
Montana Farmer
Rocky Mountain Homestead
Scientific Farmer

NEBRASKA
Daily Journal-Stockman
Duroc Journal Bulletin
Nebraska Farmer
New State, The

NEW HAMPSHIRE
Guernsey Breeder's Journal
New Hampshire Farm Bureau Federation News

NEW YORK
American Agriculturist
American World
Better Crops with Plant Food
Dairymen's League News
Electricity on the Farm
Erie County Farm and Home Bureau News
Farm and Fireside
Grape Belt & Chautauqua Farmer
Hatchery News
Holstein-Friesian World
Rural Digest
Rural New Yorker

NORTH DAKOTA
Farm Ideas
North Dakota Farmer
Wheat Grower

OHIO
Dairymen's Monthly Review
Farm and Dairy
Gleanings in Bee Culture
Ohio Farm Bureau News
Ohio Farmer
Ohio State Grange Monthly
Poultry Breeder
Poultry Success
Reliable Poultry Journal

OKLAHOMA
Oklahoma Cotton Grower
Oklahoma Farmer-Stockman
Oklahoma Union Farmer
"O. K." Poultry Journal

OREGON
Aspern Journal
Better Fruit
Northwest Poultry Journal
Oregon Farmer
Pacific Homestead
Western Breeder's Journal

PENNSYLVANIA
Country Gentleman
Dairymen's Price Reporter
Everybody's Poultry Magazine
Farm Journal
Pennsylvania Farm Bureau News
Pennsylvania Grange News
Pittsburgh Live Stock Journal
Poultry Item
Poultry Press

SOUTH CAROLINA
Cotton News

SOUTH DAKOTA
Dakota Farmer
South Dakota Farmer & Breeder
South Dakota Wheat Grower

TENNESSEE
Burley Tobacco Bulletin and Poultry Planter
Commercial Appeal
Dixie Poultry Journal
Mid-South Dairy Farmer
Southern Agriculturist
Tennessee Farm Bureau News

TEXAS
Cattleman
Farm and Ranch
Farm Bureau News
Fletcher's State Rights Farming
Poultry News
Semi-Weekly Farm News
Sheep and Goat Raisers' Magazine
Southwestern Farmer-Stockman
Southwest Plainsman
Southwest Poultry and Swine Breeder
Valley Farmer
Weekly Live Stock Reporter

UTAH
National Wool Grower
Utah Farmer

VERMONT
Ayrshire Digest

VIRGINIA
Southern Planter
Virginia Union Farmer

WASHINGTON
Farm and Market Journal
Farm Bureau News
Grange News
Northwest Dairyman and Farmer
Pacific Poultryman
Spokane County News
Stevens County Farm News
Twice-A-Week Spokesman-Review
Wallaces
Washington Farmer

WEST VIRGINIA
West Virginia Farm Bureau News

WISCONSIN
American Thresherman
Dairy News
Farmer, The
Fleischmann Malt

Hoard's Dairyman
Martin Holl's Farm News
Northern Wisconsin Farmer
Poultry Farmer and Rabbit Breeder
Wisconsin Agriculturist
Wisconsin Farmer
Wisconsin Homestead

WYOMING
Wyoming Stockman-Farmer

CANADA

ALBERTA
Alberta Farmer and Calgary Weekly Herald
Alberta Farm Journal
Farm and Ranch Review
U. F. A. (The)
Western Farmer

BRITISH COLUMBIA
Country Life in B. C.
Farm and Home

MANITOBA
Country Guide
Free Press Prairie Farmer
Nor'-West Farmer, The
Scoop Shovel

NEW BRUNSWICK
Maritime Farmer & Co-operative Dairyman

ONTARIO
Beekeeper, The
Canadian Outlook
Canadian Countryman
Canadian Horticulturist
Canadian Poultry Journal
Canadian Poultry Review
Farm and Dairy
Farmer's Advocate and Home Magazine
Farmers' Sun
Ontario Farmer
Ottawa Farm Journal
Voix du Sol, La

PRINCE EDWARD ISLAND
Island Farmer, The

QUEBEC
Bulletin de la Ferme, Le (French)
Bulletin des Agriculteurs, Le (French)
Canadian Ayrshire Review
Family Herald & Weekly Star
Farmer's Weekly La Patrie
Farmer's Weekly La Presse
Journal of Agriculture and Horticulture
Witness and Canadian Homestead

SASKATCHEWAN

Period Ending	Net Paid Average	Distrib. Taken from Issue of	Total Net Paid of Distribution		NEW ENGLAND STATES						Name of Publication Listing Only Papers Which Are Members of A. B. C.	Middle Atlantic States			South Atlantic States								East North Central			
			Mail	Newsstd	Me.	N. H.	Vt.	Mass.	R. I.	Conn.		N. Y.	N. J.	Pa.	Del.	Md.	D. C.	Va.	W. Va.	N. C.	S. C.	Ga.	Fla.	Ohio	Ind.	Ill.	Mich.
											*This Circulation Not Included in Distribution.																
											American Agriculturist	165132	13965	17837	1161	2206	12	60	109								
											American Fruit Grower																
											American Poultry Journal																
											American Swinebred																
											Atlanta Tri-Weekly																
											California Cultivator																
											Capper's Farmer																
											Capper's Weekly																
											Comfort																
											Commercial Appeal																
											Constitution, Tri Weekly																
											Country Gentleman																
											Dairy Farmer, The																
											Dakota Farmer, The																
											Farm and Fireside																
											Farm & Live Stock Record																
											Farm and Ranch																
											Farmer, The																
											Farmer's Home Journal																
											Farmer's Wife, The																
											Farm Journal																
											Farm Life																
											Farm, Stock and Home																
											Hoard's Dairyman																
											Idaho Farmer																
											Illinois Farmer																
											Indiana Farmer's Guide																
											Iowa Homestead																
											Kansas City Star (Weekly)																
											Kansas Farmer (Mail & Breeze)																
											Michigan Business Farmer																
											Michigan Farmer																
											Missouri Farmer																
											Missouri Ruralist																
											Modern Farming																
											Montana Farmer																
											National Farm News																
											Nebraska Farmer																
											New Breeder (Poultry)																
											New England Homestead																
											Ohio Farmer, The																
											Ohio Stockman and Farmer																
											Oklahoma Farmer Stockman																
											Oregon Farmer																
											Pacific Northwest Farm Trio																
											Pacific Rural Press																
											Pennsylvania Farmer																
											Penna. Stockman & Farmer																
											Pierce's Farm Weeklies																
											Poultry Success																
											Poultry Tribune																
											Prairie Farmer																
											Progressive Farmer																
											Rural New Yorker																
											Semi-Weekly Farm News																
											So. Dakota Farmer & Breeder																
											Southern Agriculturist																
											Southern Planter																
											Southern Ruralist																
											Standard Farm Paper Unit																
											Successful Farming																
											Twice a Wk Spokesman-Review																
											Utah Farmer																
											Wallace's Farmer																
											Washington Farmer																
											Western Farm Life																
											Wisconsin Agriculturist																
											Wisconsin Farmer																

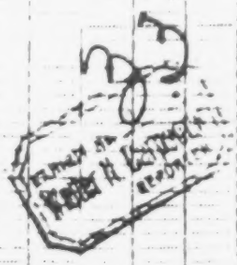
An Increase of More Than 1,000,000 Bales!

Southern farmers who grow cotton will have approximately $100,000,000 more money to spend than last year. According

The Progressive Farmer—400,194 or 81% of total circulation
Second Paper —296,549 or 64% of total circulation

EXHIBIT

6-30-28	60815	June 30	48452		0	5	21	14	5	20	Constitution, The Weekly	110	24	118	0	180	3	2459	105	2182	2133	9788	1	1	1	1	1	1	1	1	1
6-30-28	1610210	March	1360630	256897	39233	10073	9341	40097	6654	17236	Country Gentleman	112418	36758	116017	4296	16531	3726	31304	13352	25428	11066	12440	12752	8724	3019	1	1	1	1	1	1
6-30-28	2994466	June	257321	743	1004	436	1415	1827	134	720	Dairy Farmer, The	18098	1183	18090	257	823	81	2008	1183	750	238	943	611	12808	8693	17494	11575				
6-30-28	84866	June 15	67124								Dakota Farmer, The																				
6-30-28	1275121	Feb.	1209014	17422	13790	7203	7832	20558	2230	10416	Farm and Fireside	68017	17076	73220	1581	10510	838	15207	29185	17094	5001	11496	8767	90623	56031	63065	50520				
6-30-28	24794	June	20454		14	11	8	49	44	42	Farm & Live Stock Record	102	85	254	2	22	10	162	74	73	24	9429	409	1056	412	304					
6-30-28	146197	Apr. 28	147987	230	2	1			2	1	Farm and Ranch	17	6	1		5	2	6	6	1	9	2	1	79	17	64	23				
6-30-28	156921	June 30	157798								Farmer, The																				
6-30-28	2130	June	23849								[illegible]																				
6-30-28	8370621	June	8409851		4552	2565	3284	9412	423	2455	Farmer's Wife, The	74141	15041	77942	1137	9855	292	15630	14913	10291	9011	1748	510	55814	34537	42893	34433				
6-30-28	13431399	June	13397736	11000	10154	9459	11067	27993	2856	15000	Farm Journal	87580	22075	1034725	3053	13969	706	12947	17439	10867	5190	6309	2001	107489	69364	73562	77500				
6-30-28	1102434	March	1103900		10071	7417	8353	15634	2043	9496	Farm Life	41230	11932	66455	1636	7887	664	21058	25514	15180	10101	2823	792	64679	81752	56330	66340				
6-30-28	157754	June 15	158549								Farm, Stock and Home																				
6-30-28	146047	June 25	145496	47	893	371	503	1078	122	895	Hoard's Dairyman	9302	1900	4798	201	983	50	982	911	951	661	831	282	7941	3768	7848	10037				
6-30-28	31536	May 31	31617								Idaho Farmer																41				
6-30-28	1527898	June 15	1527091								Illinois Farmer															8765	145865				
6-30-28	151300	June 30	134130								Indiana Farmer's Guide													32850	105113	7977	7360				
6-30-28	163064	June 30	167082								Iowa Homestead															6129					
6-30-28	462971	June 27	466463		14	37	17	20	2	19	Kansas City Star (Weekly)	170	45	324	6	69	8	287	157	164	6	28	112	349	257	1131	185				
6-30-28	122190	June 30	124184								Kansas Farmer (Mail&Breeze															104					
6-30-28	99695	June 23	100148								Michigan Business Farmer																103609				
6-30-28	99774	June 30	104217								Michigan Farmer													685	1205	215	101397				
6-30-28	26237	June 1	26200								Missouri Farmer					9		1	1			1			1	102	17857	6			
6-30-28	1514543	June 15	1525000								Missouri Ruralist																				
6-30-28	63349	June 15	69002								Modern Farming																				
6-30-28	26473	June 15	27605								Montana Farmer																				
6-30-28	1479567	June 23	1480257		164	687	109	398	26	118	National Farm News	4788	1089	54545	111	1604	100	2684	4057	2761	1355	947	11811	9719	8994	7629	6300				
6-30-28	1145301	June 30	1174899								Nebraska Farmer																				
6-30-28	825919	June	93777	109	349	700	150	265	50	293	New Era Poultry Journal	2413	195	18758	41	302	68	1380	1029	777	776	666	216	9317	7172	8694	6136				
6-30-28	82643	May 26	82812	47	15296	11467	13937	21759	2740	13559	New England Homestead																				
6-30-28	1501061	June 30	1324187								Ohio Farmer, The	6742		8258					1103					111751	1173		393				
6-30-28	1672257	June 30	1650041								Ohio Stockman and Farmer													1601109	5068						
6-30-28	184168	June 15	188270					1	1	2	Oklahoma Farmer Stockman	17	7	26		6	6	7	13	10	6	5	28	68	56	110	71				
6-30-28	34384	May 31	34968								Oregon Farmer																				
4-30-28	110921	May 31	109127								Pacific Northwest Farm Trio																61				
6-30-28	481543	June 30	68105	1068							Pacific Rural Press																				
6-30-28	1005793	June 30	1110258								Pennsylvania Farmer	3290	10514	88749	1686	5273															
6-30-28	91941	June 30	92701								Penna Stockman & Farmer			70774		1649		1292	17329												
6-30-28	2697653	June 29	2747777								Pierce's Farm Weeklies															6178					
6-30-28	443068	June	45000	2136	136	99	72	1055	125	616	Poultry Success	2267	626	3719	18	125	87	527	756	919	564	1499	4974	6344	3430	1401	5129				
6-30-28	1800945	June	179743	7952	1509	991	699	3872	662	1700	Poultry Tribune	7988	3650	136195	273	1321	217	1904	1914	2357	1153	1674	25849	16024	8294	13544	7831				
6-30-28	261434	June 30	268190								Prairie Farmer															74220	151307				
6-30-28	601805	June 30	602201								Progressive Farmer							27796		86670	27437	38039	82707								
6-30-28	2206853	June 30	2250065	800	4868	8465	6158	16075	2264	16268	Rural New Yorker	117705	23871	25706	1778	4440	163	3558	1631	281	80	126	6388	11178	481	733	3878				
6-30-28	1277052	June 30	1291141								Semi-Weekly Farm News																				
6-30-28	667042	June 15	41870								So. Dakota Farmer & Breeder																				
6-30-28	2260173	June 30	1453591								Southern Agriculturist																				
6-30-28	2078203	June 15	1999720								Southern Planter				20	509		27779	20174	21715	31767	61926	17715	1034	2988	635					
6-30-28	2618792	June 15	1645562								Southern Ruralist				3359	21655	630	28621	2200	41925	8300										
6-30-28	21999087										Standard Farm Paper Unit					27115		29456	26131	50274	39507	79910	38681								
6-30-28	19221811	June	19218584	2149	7211	1158	1171	3414	277	8485	Standard Farm Paper Unit	126790	27014	1215177	8102	9284	170	30704	8302	44124	28131	39558	8868	132001	85930	195068	117156				
6-30-28	1021298	March	1018584	26925	4970	2702	3744	7144	1002	6333	Successful Farming	26150	6140	244111	778	4917	171	7812	11878	4236	1320	2161	1530	100599	63475	89403	63000				
6-30-28	150107	May 29	15000								Twice a Wk Spokesman-Review																				
6-30-28	18835	June 25	18970								Utah Farmer																				
6-30-28	1164867	June 29	1290972								Wallace's Farmer															6075					
6-30-28	639711	May 31	54258								Washington Farmer																				
6-30-28	771961	June 15	79481								Western Farm Life																				
6-30-28	858911	June 23	69741								Wisconsin Agriculturist															1360	1804				
6-30-28	1037071	June 29	1065804								Wisconsin Farmer																				



An Increase of More Than 1,000,000 Bales!

Southern farmers who grow cotton will have approximately $100,000,000 more money to spend than last year. According to the November 1st cotton report, ten of the twelve cotton states show an increase in production over the preceding year.

Eight of the twelve states will produce 92% of the 1928 crop. In these eight states, circulation is as follows:

The Progressive Farmer—400,194 or 81% of total circulation
Second Paper —296,549 or 64% of total circulation
Third Paper —292,675 or 55% of total circulation
(Basis: June 30th 1928 Publishers Statements)

In the six states showing largest increase in production over preceding year, The PROGRESSIVE FARMER has 121,000 more circulation than any other southern farm paper.

Birmingham, Ala.
Raleigh, N. C.

Western Representative
STANDARD FARM PAPERS, Inc.
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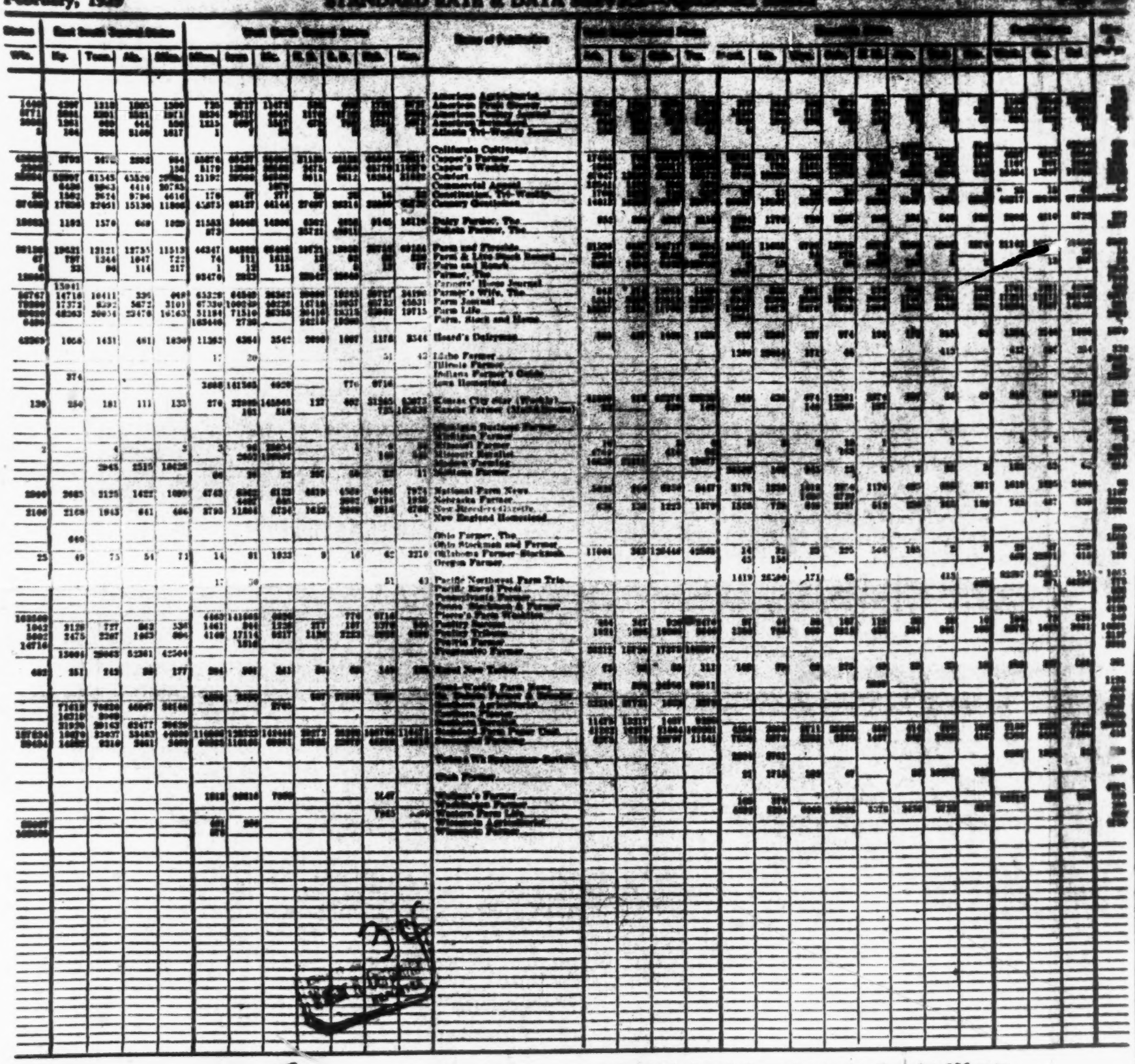
EXHIBIT NO. 33.



[*An Agricultural Campaign to be Complete Must Provide for Effective Coverage of the Live Stock Field*]

These are the Publications that reach *Live Stock* Farmers, the most consistently prosperous men in American agriculture. More than 100,000 circulation concentrated

[illegible]	1193	1370	660	1029	21583	34000	14000	6362	4050	9545	16110	Dairy Farmer, The	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
					973			25722	[illegible]			Dakota Farmer, The																
80130	19631	13121	12755	11513	66347	84000	60400	19721	19000	[illegible]	69184	Farm and Fireside	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
67	787	1244	1047	722	74	111	1613	12	82	[illegible]	220	Farm & Live Stock Record	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
6	22	90	114	217	1	12	115	2	5	13	37	Farm and Ranch	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
12000					93470	2023		25042	20000			Farmer, The	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	15941											Farmers' Home Journal																
56767	14718	10411	336	648	65328	64340	26362	20000	18245	29727	34196	Farmer's Wife, The	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
78200	17372	8392	5872	3107	67330	100240	46226	14718	19037	45732	43631	Farm Journal	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
80020	48263	20054	23470	16160	51184	71510	26355	26416	18315	23062	19715	Farm Life	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
6400					103440	2720		26218	19200			Farm, Stock and Home	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
42300	1068	1431	481	1030	11362	6384	3542	2000	1007	1178	3544	Hoard's Dairyman	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
					17	30				51	43	Idaho Farmer					1300	[illegible]	[illegible]	[illegible]			412		[illegible]	[illegible]	[illegible]	[illegible]
												Illinois Farmer																
	374											Indiana Farmer's Guide																
					3888	141563	4020		776	9716		Iowa Homestead																
130	250	181	111	133	270	22000	145065	127	402	31245	53673	Kansas City Star (Weekly)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
						181	510			725	[illegible]	Kansas Farmer (Mail&Breeze)	[illegible]		[illegible]	[illegible]			140	[illegible]	[illegible]							
												Michigan Business Farmer																
												Michigan Farmer																
2		4		3	3	98	25834		1	9	30	Missouri Farmer	10		3	6	1	3	3	10	1		1		3	3	6	
						2662	120007			140	540	Missouri Ranchet	4760		610	[illegible]				160								
		2045	2515	10622								Modern Farming	10830	[illegible]		[illegible]												
					66	26	22	207	50	22	11	Montana Farmer					[illegible]	[illegible]	[illegible]	22	9	3	[illegible]	3	[illegible]	[illegible]	[illegible]	[illegible]
2000	3685	2135	1422	1000	4743	8362	8123	4519	4560	6406	7974	National Farm News	[illegible]	[illegible]	[illegible]	[illegible]	8170	[illegible]	[illegible]	[illegible]	1176	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
						4467	605		2002	20194	1055	Nebraska Farmer							[illegible]	[illegible]								
2106	2168	1040	641	486	8795	11004	4734	1623	2000	8816	4702	New Breeders Gazette	[illegible]	138	1223	1570	1528	[illegible]	[illegible]	[illegible]	612	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												New England Homestead																
	640											Ohio Farmer, The																
												Ohio Stockman and Farmer																
25	49	75	54	71	14	81	1933	9	16	62	3216	Oklahoma Farmer-Stockman	11604	363	120446	42568	14	32	25	225	566	105	2	3	[illegible]	[illegible]	[illegible]	[illegible]
												Oregon Farmer					45	156							[illegible]	[illegible]	[illegible]	[illegible]
					17	30				51	43	Pacific Northwest Farm Trio					1419	28300	171	46			418		[illegible]	[illegible]	[illegible]	[illegible]
												Pacific Rural Press												[illegible]		[illegible]	[illegible]	[illegible]
												Pennsylvania Farmer																
												Penna. Stockman & Farmer																
103500					4463	141065	4020		776	9716		Pierce's Farm Weeklies																
1042	2126	727	862	530	1061	844	1220	277	187	1070	[illegible]	Poultry Success	484	247	920	2470	97	44	50	187	110	[illegible]	[illegible]	10	[illegible]	[illegible]	[illegible]	[illegible]
5002	2475	2207	1063	604	4140	17114	5217	1130	2223	[illegible]	[illegible]	Poultry Tribune	1924	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
14716						1816						Poultry Farmer																
	15004	29063	52361	42504								Progressive Farmer	35313	18720	17270	[illegible]												
402	351	242	88	177	204	300	241	83	60	140	[illegible]	Rural New Yorker	75	[illegible]	60	111	100	[illegible]	40	170	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												Semi-Weekly Farm News	[illegible]	[illegible]	[illegible]	[illegible]					[illegible]							
					[illegible]	[illegible]		607	[illegible]	[illegible]		St. Dakota Farmer & Breeder																
	71618	[illegible]	[illegible]	[illegible]			[illegible]					Southern Agriculturist	[illegible]	[illegible]	[illegible]	[illegible]												
	16219	[illegible]										Southern Planter																
	21930	20163	62477	30620								Southern Ruralist	11470	13217	1407	[illegible]												
107834	10070	33037	53483	44000	110000	128222	142440	22273	25000	166700	116471	Standard Farm Paper Unit	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
80434	14082	9810	3661	3400	[illegible]	116165	69001	[illegible]	22079	[illegible]	[illegible]	Successful Farming	[illegible]	[illegible]	[illegible]	11041	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
												Twice a Wk Spokesman-Review					[illegible]	[illegible]							[illegible]	[illegible]	[illegible]	[illegible]
												Utah Farmer					21	[illegible]	[illegible]	47		[illegible]	[illegible]	[illegible]				[illegible]
					1819	90616	7000			1047		Wallace's Farmer																
												Washington Farmer					[illegible]	[illegible]							[illegible]	[illegible]	[illegible]	[illegible]
										7965	[illegible]	Western Farm Life					[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				
[illegible]					[illegible]	[illegible]						Wisconsin Agriculturist																
[illegible]					[illegible]							Wisconsin Farmer																

[An Agricultural Campaign to be Complete Must Provide for Effective Coverage of the Live Stock Field]

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Corn Belt Farm Dailies

REG. U.S. PAT. OFF.

EXHIBIT NO. 34.

Publication Starting	Rate Publication Average	Effective Date Rates Taken from Issue of	Total Rate Paid of Distribution Each 1 Month	Total Rate Paid of Distribution Each 1 Month	BASIS OF PUBLICATION Listing Only Papers Which Are Members of A. B. C.	Territorial Distribution (See preceding page for circulations in States) New England	Middle Atlantic	South Atlantic	East North Central	East South Central	West North Central	West South Central	Mountain	Pacific	Canada	Foreign & Misc.	Guaranteed by Other Advertising in Publication Issue of	A.B.C.	Under 1000	1000 to 2000	Over 2000	Unclassified	Subscription Price 1 Year	3 Years
				*This	Circulation Not Included In Distribution																			
6-30-29	105,694	June 30	148,000	—	American Agriculturist	7,263	134,275	4,186	514															
6-30-29	207,700	June	313,227	—	American Fruit Grower	20,000	40,000	95,000	48,573	8,500	28,273	16,827	4,162	15,000	100	20	745	Dec.	62.60%	26.60%	4.10%	4.90%	.00%	.05	1.00
6-30-29	111,675	June	154,231	7,667	American Poultry Journal	8,555	21,306	17,487	31,340	10,686	20,363	9,482	6,389	6,688	—	2,991	1,000	May	68.80%	22.80%	7.20%	10.10%	1.10%	.10	.50
6-30-29	87,967	June	86,347	—	American Squareherd	876	3,967	2,000	18,160	2,894	11,864	2,617	1,611	1,048	—	486	136	May	50.00%	25.00%	6.84%	11.41%	—	.15	.35
6-30-29	63,978	June 30	85,664	—	Atlanta Tri-Weekly Journal	52	186	36,903	130	2,539	51	364	18	18	—	2	15	June 29	71.30%	18.70%	6.00%	4.00%	.00%	.05	1.50
6-30-29	68,806	June 30	66,849	21	California Cultivator																			
6-30-29	840,617	March	843,944	—	Capper's Farmer	2,688	14,211	19,607	141,060	10,116	603,645	181,455	51,892	18,276	547	13	67	June 23	55.00%	23.20%	8.20%	14.20%	—	.05	1.00
6-30-29	300,130	June 30	373,247	—	Capper's Weekly				9,504	156	27,271	61,623	23,057	4,303	1,530	167	25	June 16	4.75%	30.70%	6.84%	9.62%	—	.05	.25
6-30-29	1,276,200	April	1,253,354	—	Comfort	24,760	100,057	251,685	214,730	109,850	175,963	109,687	46,792	47,646	—	2,136	—	April						.05	.25
6-30-29	63,530	June 15	53,466	—	Commercial Appeal			2,641	—	41,000	1,979	14,500	—	—	618	—	3,274	Mar. 27	57.80%	26.60%	3.34%	2.34%	9.98%	.05	.25
6-30-29	60,615	June 30	68,452	—	Constitution, Tri-Weekly	73	283	53,278	993	10,520	252	4,691	156	81	—	20	36	June 24	74.00%	21.20%	2.00%	2.80%	—	.05	.50
6-30-29	1,616,216	March	1,360,039	250,307	Country Gentleman	117,843	365,223	131,103	231,856	67,357	290,585	89,836	65,975	141,070	—	38,186	16,654	March	13.00%	28.71%	10.31%	23.18%	.71%	.05	1.50
6-30-29	220,469	June	227,221	163	Dairy Farmer, The																			
6-30-29	84,898	June 15	87,134	—	Dakota Farmer, The	6,216	37,371	6,304	88,738	4,000	166,882	7,380	8,130	13,234	—	205	61	March	64.15%	21.25%	6.27%	8.33%	—	.05	.25
6-30-29	1,275,131	Feb.	1,309,814	17,482	Farm and Fireside						82,500		2,862		—	1,704	68	June 15	57.32%	24.00%	6.66%	2.32%	—	.05	1.00
6-30-29	24,700	June	20,854	—	Farm & Life Stock Record	61,122	158,365	99,536	298,297	86,020	344,358	98,077	70,738	99,786	—	2,206	207	Feb.	51.43%	25.70%	8.22%	14.30%	.00%	.05	.25
6-30-29	146,197	Apr 28	147,207	250	Farm and Ranch	158	641	16,262	2,208	3,816	2,496	6,836	264	31	—	12	21	June	33.87%	26.80%	11.77%	15.47%	—	.05	.25
6-30-29	150,931	June 30	157,700	—	Farmer, The	6	36	173	128	644	238	144,619	2,206	259	6	27	62	Apr 30	50.00%	27.00%	7.00%	7.00%	—	.05	.50
6-30-29	25,367	June	23,920	—	Farmers Home Journal				12,506	—	141,075	—	1,767	—	1,801	79	14	Dec. 31	72.07%	20.00%	3.62%	3.37%	.00%	.05	.25
6-30-29	257,662	June	246,024	—	Farmer's Wife, The					15,941					7,920	18	107	June		18.16%	7.46%	14.38%		.05	1.00
6-30-29	1,343,130	June	1,388,736	11,900	Farm Journal	15,703	169,186	61,628	263,942	26,812	268,618	13,040	13,783	7,582	—	277	286	Dec.	58.96%	28.80%	5.74%	6.46%	.04%	.05	.50
6-30-29	1,102,456	March	1,108,000	—	Farm Life	86,449	213,827	76,460	107,221	34,737	333,723	89,187	39,780	52,767	—	4,053	624	June	66.43%	18.20%	6.12%	10.91%	.34%	.10	.30
6-30-29	137,754	June 15	160,000	—	Farm, Stock and Home	53,149	140,116	128,975	300,150	107,950	237,477	57,540	35,922	21,844	—	730	1222	March	66.00%	29.65%	0.71%	17.74%	—	.05	.25
6-30-29	144,667	June 25	148,696	67	Hoard's Dairyman				6,490		140,864		1,255		3,200			June 15	71.80%	20.00%	6.14%	2.86%	.00%	.05	.25
6-30-29	21,536	May 31	31,617	—	Idaho Farmer	3,152	15,100	5,681	72,814	6,000	39,305	2,847	5,381	6,793	—	423	742	June 25	60.11%	22.45%	5.88%	10.48%	1.08%	.05	.25
6-30-29	153,700	June 15	157,031	—	Illinois Farmer				41		141		29,902	1,178	346	6		May 31	47.25%	33.10%	6.61%	8.25%	4.49%	.01	.60
6-30-29	151,305	June 30	154,130	—	Indiana Farmer's Guide				154,590						2,641			June 15	62.30%	8.68%	3.34%	3.68%	—	.05	.25
6-30-29	166,856	June 25	167,463	—	Iowa Homestead				153,205	374					557			Dec. 31	85.05%	7.90%	2.00%	4.05%	.42%	.05	.50
6-30-29	665,971	June 27	666,405	—	Kansas City Star (Weekly)				6,128		150,945				1,374	13	3	June 29	81.90%	11.10%	3.20%	3.70%	—	.05	1.00
6-30-29	122,190	June 30	124,184	—	Kansas Farmer (Mail&Breeze)	109	539	719	2,031	675	304,491	137,630	18,041	1,837	—	68	65	June 27	69.41%	20.80%	4.81%	4.99%	—	.05	.50
6-30-29	99,695	June 22	106,146	—	Michigan Business Farmer				104	—	106,974	880	15,546	156	518	6	2	June 30	64.30%	21.62%	5.73%	7.87%	—	.05	.50
6-30-29	98,774	June 30	104,217	—	Michigan Farmer				103,888						2,200			June 23	88.84%	6.72%	1.43%	3.09%	—	.05	.50
6-30-29	26,337	June 1	26,200	—	Missouri Farmer				103,592						585	33	51	June 30	80.82%	11.39%	2.66%	—	5.44%	.05	.50
6-30-29	151,454	June 15	152,000	—	Missouri Ruralist			15	112	7	26,015	19	18	11	—	1	21	June 1	69.92%	24.12%	4.34%	2.21%	—	.05	1.00
6-30-29	63,249	June 15	69,982	—	Modern Farming				17,959		128,748	5,263	163	—	646	6	4	June 15	67.72%	19.95%	6.25%	5.08%	—	.05	.50
6-30-29	26,473	June 15	27,606	—	Montana Farmer					24,068		42,218					2,676	June 15	35.44%	46.00%	6.00%	11.99%	5.64%	.05	.50
6-30-29	147,950	June 22	148,827	—	National Farm News						200		26,737	236	167	67		June 15	18.85%	62.60%	8.70%	10.45%	—	.05	.50
6-30-29	116,530	June 30	117,480	—	Nebraska Farmer	1,502	11,331	15,556	35,635	7,231	45,197	15,930	10,182	6,700	—	58	115	June 23	65.07%	26.02%	8.53%	10.25%	.03%	.05	1.00
6-30-29	82,391	June	93,777	169	New Breeder's Gazette						108,167		8,206		1,061	36	81	June 30	78.44%	14.28%	3.73%	3.61%	.94%	.05	1.00
6-30-29	82,643	May 26	82,812	43	New England Homestead	61,324	6,463	5,000	29,266	5,218	32,600	3,372	6,565	3,191	2,102	771	416	June	49.95%	26.52%	7.86%	13.18%	2.41%	.10	.60
															1,683	31	7	May 26	54.76%	27.62%	4.87%	12.76%	.00%	.05	1.00
6-30-29	130,204	June 30	132,418	—	Ohio Farmer, The																				
6-30-29	165,235	June 30	165,966	—	Ohio Stockman and Farmer		15,000	1,193	113,010	640															
6-30-29	184,168	June 15	188,279	—	Oklahoma Farmer-Stockman				103,267							16	553	June 2		81.29%	10.07%	2.56%	5.48%	.05	.50
6-30-29	94,284	May 31	96,208	—	Oregon Farmer	4	50	102	382	252	5,331	180,978	972	305	1,801	13	51	June 30	84.68%	9.84%	1.92%	3.56%	—	.05	.50
													391	33,976	190	9	32	June 15	52.57%	25.20%	9.13%	13.10%	—	.05	.50
6-30-29	119,891	May 31	120,123	—	Pacific Northwest Farm Trio													May 31	50.49%	23.87%	6.34%	7.91%	1.79%	.05	.50
6-30-29	68,134	June 30	68,165	105	Pacific Rural Press				44		141		30,635	58,235	1,020	43									
6-30-29	109,530	June 30	110,286	—	Pennsylvania Farmer		102,463	6,949					628	66,867	983	67	181	June 30	82.55%	25.62%	7.67%	13.34%	.71%	.05	1.00
6-30-29	91,941	June 30	92,701	—	Ponca Stockman & Farmer			70,774	30,270						834	1	1	June 30	69.24%	22.12%	2.84%	5.84%	—	.05	.50
6-30-29	268,762	June 30	276,377	—	Pierce's Farm Weeklies										1,057			June 30	71.15%	22.83%	2.82%	4.00%	—	.05	.50
6-30-29	44,500	June	45,500	2,136	Poultry Success				100,717		169,540				4,085	39	5								
6-30-29	180,600	June	179,742	7,000	Poultry Tribune	1,800	6,622	3,031	16,000	4,251	6,011	4,207	603	712	—	201	68	June	58.00%	25.00%	3.00%	14.00%	1.00%	.15	.50
6-30-29	261,656	June 30	265,186	—	Prairie Farmer	9,233	25,057	13,419	49,795	7,061	60,342	19,131	6,457	6,376	7,870	3,730	877	June	42.78%	25.28%	7.05%	20.39%	4.50%	.15	.50
6-30-29	691,000	June 30	692,591	—	Progressive Farmer				266,243		1,816						8,137	Dec. 31	66.36%	7.84%	3.80%	3.80%	—	.05	.50
								106,213		139,582		168,904			6,814		30	Oct. 30	50.80%	22.30%	7.81%	9.09%	—	.05	1.00
6-30-29	359,000	June 30	350,943	80	Rural New Yorker	51,000	167,222	11,000	16,225	700	1,230	292	537	1,127	—	301	800	June 30	51.25%	27.74%	4.82%	14.53%	1.66%	.05	1.00
6-30-29	127,700	June 30	129,144	—	Semi-Weekly Farm News																				
6-30-29	46,000	June 15	41,830	—	So. Dakota Farmer & Breeder							125,213	2,800		1,122			May 15	64.00%	25.87%	3.13%	2.00%	1.34%	.05	1.00
6-30-29	850,217	June 15	843,300	—	Southern Agriculturist						41,844				498			June 15	53.10%	23.00%	7.00%	6.00%	—	.05	.50
6-30-29	202,000	June 15	199,226	—	Southern Planter			221,581	6,657	244,661	2,765	66,779	—	—	957	—	28	June 15	46.00%	25.00%	7.34%	11.87%	.01%	.05	.50
6-30-29	461,000	June 15	466,362	—	Southern Ruralist			177,471		19,202					2,549		16	June 15	23.13%	66.53%	7.16%	11.94%	1.20%	.05	.50
6-30-29	2,102,000		2,244,041	316	Standard Farm Paper Unit			200,000		153,180		35,433			7,817	23	900	June 15	49.91%	31.90%	6.80%	11.31%	—	.05	.50
6-30-29	1,402,000	March	1,015,584	4,000	Successful Farming	12,132	273,331	211,000	285,048	149,000	680,220	182,484	37,548	7,138	18,787	1,864	5,018								
						24,015	70,921	34,000	375,020	29,142	201,457	42,091	28,253	19,850	—	344	71	March	64.28%	20.58%	5.47%	9.67%	—	.05	.25
6-30-29	15,010	May 20	15,000	—	Twice a Wk Spokesman-Review																				
													6,645	7,821	313	229		May 29	37.37%	45.73%	7.80%	6.65%	2.17%	.05	1.50
6-30-29	18,000	June 25	18,970	—	Utah Farmer								18,820	—	150			June 25	29.99%	32.05%	10.66%	15.72%	2.58%	—	.50
6-30-29	116,000	June 29	120,097	—	Wallace's Farmer				6,075		100,121				6,837	33	21	Nov. 11	77.80%	12.60%	4.00%	4.50%	.10%	.05	1.00
6-30-29	58,971	May 31	54,238	—	Washington Farmer								535	53,183	484	36		May 31	53.30%	28.95%	6.32%	9.94%	1.49%	.05	.60
6-30-29	72,100	June 15	72,644	—	Western Farm Life						11,225		61,141		280	8	4	Nov. 15	36.37%	43.15%	13.02%	17.34%	.12%	.05	.35
6-30-29	85,000	June 22	89,341	—	Wisconsin Agriculturist				87,821		721				691	6	2	June 22	80.54%	12.25%	2.31%	4.90%	—	.05	1.00
6-30-29	160,707	June 28	166,804	—	Wisconsin Farmer				160,580		875				2,721	7	21	June 28	84.60%	10.10%	1.80%	3.50%	—	.05	1.00

Campaigning on the Sectional Basis

Farm Life has inaugurated a new policy of offering the advertiser its circulation of over 1,000,000 either as a whole or in sections corresponding to the country's National Distribution Districts.

You can concentrate in the section or sections where you have your distribution. Or where you wish to make a special try-out. Or where there's a weak spot in a general national distribution.

And your product will still carry the prestige of National Advertising.

T. W. LeQuatte, Publisher
50 East 42nd St., New York

Farm Life

SPENCER, INDIANA
35 E. Wacker Drive, Chicago

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122 (J. E. Gill resuming):

Exhibits Numbers 35, 36 and 37, being pages taken from the Standard Rate and Data Service of March, 1930, contain similar data to that which I have testified about as of June 30, 1929.

These exhibits were thereupon offered, admitted and read in evidence over similar objections and exceptions, and were as follows:

THE AGRICULTURAL SECTION

This section includes general agricultural papers, fruit, dairy, livestock, bee, poultry, etc. For the convenience of subscribers in selecting media in this section the publications are classified below

GENERAL

Agricultural Cotton Situation Assistant
Agricultural Leader Digest
Agricultural Review
Alberta Farmer & Calgary Weekly Herald (Canada)
Alberta Farm Journal (Canada)
American Agriculturist
American Farming
American Produce Grower
Arkansas Farmer
Associated Farm Papers
Better Crops with Plant Food
Bureau Farmer
California Cultivator
Canadian Unitist (Canada)
Canadian Agrarian Review (Canada)
Canadian Countryman (Canada)
Canadian Horticulturist (Canada)
Capper's Farmer
Co-operative Farmer
Country Gentleman
Country Guide (Canada)
Country Home, The
Country Life in B. C. (Canada)
Dakota Farmer
Family Herald and Weekly Star (Canada)
Farm and Garden Magazine
Farm and Home (Canada)
Farm and Live Stock Record
Farm and Market Journal
Farm and Ranch
Farm and Ranch Market Journal
Farm and Ranch Review (Canada)
Farm Ideas
Farm Journal
Farmer & Breeder
Farmer and Farm, Stock and Home
Farmer and Feeder
Farmer-and Stockman
Farmer's Advocate and Home Magazine (Canada)
Farmers Elevator Guide
Farmer's Exchange
Farmer's Home Journal
Farmer's Sun (Canada)
Farmer's Telegram
Farmer's Weekly Review
Farmer's Wife
Fletcher's State Rights Farming
Florida Farm & Grove
Florida Farmer
Florida Grower
Free Press Prairie Farmer (Canada)
Friendly Farmer
Georgia Farmer and Fruit Grower
Harrison's Home Farmer
Idaho Farmer
Illinois Farmer
Indiana Farmer's Guide, The
Iowa Farmer & Corn Belt Farmer
Island Farmer (Canada)
Journal of Agriculture and Horticulture (Canada)
Judith Basin Farmer
Kansas Farmer (Mail & Breeze)
Maritime Farmer and Co-operative Dairyman (Canada)
Maryland Farmer
Michigan Farmer
Michigan Patron
Missouri Farmer
Missouri Ruralist
Modern Agriculture
Montana Farmer
National Farm News
National Wool Grower
Nebraska Farmer
New England Homestead
Northwestern Farmer and Rancher
Nor'-West Farmer, The (Canada)
Ohio Farm Bureau News
Ohio Farmer
Oklahoma Farmer-Stockman
Ontario Farmer (Canada)
Oregon Farmer
Ottawa Farm Journal (Canada)
Par-ke Homestead
Pacific Northwest Farm Trio
Pacific Rural Press
Pennsylvania Farmer
Prairie Farmer
Progressive Farmer & Farm Woman
Rocky Mountain Husbandman
Rural Digest
Rural New Yorker
Saskatchewan Farmer (Canada)
Scientific Farmer
Scoop Shovel (Canada)
Sheep and Goat Raisers' Magazine
Southern Agriculturist
Southern Cultivator
Southern Planter
Southern Ruralist
Southwest Farmer
Southwest Plainsman
Southwestern Stockman-Farmer
Standard Farm Field Color Inserts
Standard Farm Paper Unit
Successful Farming
U. F. A. (The) (Canada)
Utah Farmer
Valley Farmer
Wallaces' Farmer and Iowa Homestead
Washington Farmer
Western Farmer (Canada)
Western Farm Life
Western Producer (Canada)
Wisconsin Agriculturist and Farmer
Wisconsin Homestead
Witness & Canadian Homestead (Canada)
Woman's Farm Journal
Wyoming Stockman-Farmer

DAIRY—See also "Milk & Milk Products" in Business Papers Section

Ayrshire Digest
California Dairyman
Dairy Farm Leader
Dairyman's Journal
Dairyman's Monthly Review
Dairymen's League News
Dairymen's Price Reporter
Dairy Tribune
Dixie Dairies
Farm and Dairy
Farm and Dairy (Canada)
Federation Guide
Goat World
Hoard's Dairyman
Interstate Milk Producers Review
Michigan Milk Messenger
New England Dairyman
Northwest Dairyman and Farmer
Ozark Farmer-Dairyman
Southern Dairyman
Standard Dairy Publications
Stark and Dairy Farmer
Vermont Dairy News

FRUIT—See also "Fruit" in Business Papers Section

American Fruit Grower
Better Fruit Magazine
California Citrograph
Citrus Industry
Citrus Leaves
Fruits and Gardens
Grape Belt & Chautauqua Farmer
Rural Sweet Chronicle
Sunnyside Standard

LIVE STOCK (General)

Arizona Cattleman and Farmer
Breeder's Gazette
Cattleman
Corn Belt Dailies:
Daily Drovers Journal
Daily Drovers Telegram
Daily Journal-Stockman
Daily Live Stock Reporter
Live Stock Markets
Live Stock Record
National Live Stock Producer
Producer, The (Denver)
Southwest Livestock
Stock Yards Journal
Western Breeders Journal

BREED PUBLICATIONS (Live Stock)

Aberdeen-Angus Journal
American Herdsman, The
American Hereford Journal
American Sheep Breeder
Ayrshire Digest
Chester White Journal
Chester White World
Duroc Journal Bulletin
Duroc Sentinel
Guernsey Breeders' Journal
Holstein Breeder and Dairyman
Holstein-Friesian World
Jersey Bulletin and Dairy World
National Duroc News
Poland China Advocate
Poland China Journal
Shorthorn World and Farm Magazine
Spotted Poland China Digest
Standard Breed Publications
Swine World
Weekly Live Stock Reporter

POULTRY—See also "Poultry and Poultry Products" in Business Papers Section

American Poultry Journal
Ancona World
Baby Chick
Canadian Poultry Review (Canada)
Canadian Poultry World (Canada)
Dixie Poultry Journal
Eastern Kansas Poultry News
Everybody's Poultry Magazine
Hatchery News
Hatchery Tribune
Inland Poultry Journal
International Baby Chick News
Leghorn World
Missouri Valley Poultry and Dairy Farmer
Modern Poultry Breeder
National Barred Rock (Poultry) Journal
National Farm & Poultry Journal
National Poultry Journal
New England Poultryman
Northeast Poultry Journal
"OK" Poultry Culture
Pa-ike Poultryman
Plymouth Rock Monthly
Poultry Craftsman and Breeder
Poultry Farmer and Rabbit Breeder
Poultry Herald
Poultry Item
Poultry Keeper
Poultry News
Poultry Press
Poultry Profits
Poultry Success
Poultry Tribune
Reliable Poultry Journal
Rhode Island Red Journal
Southeastern Poultry Journal
Southwest Poultry and Swine Breeder
Standard Poultry Journal
Turkey World
Washburg
Waverly Poultry Trio
Wyandotte Herald

PIGEONS & PET STOCK

American Pigeon Journal
American Pigeon Keeper
Small Stock Magazine

BEE

American Bee Journal
Beekeeper, The (Canada)
Gleanings in Bee Culture

FARM NEWSPAPERS

Alabama Times
Arkansas Gazette
Atlanta Tri Weekly Journal
Capper's Weekly
Clover Leaf Weeklies
Commercial Appeal
Constitution, Tri Weekly
Farmers' Weekly La Patrie (Canada)
Farmer's Weekly La Presse (Canada)
Kansas City Star Weekly
Semi-Weekly Farm News
Wichita Daily Stockman

FARM PAPERS IN FOREIGN LANGUAGE (except Canadian) appear in Foreign Language Section

Bulletin de la Ferme, Le (French) (Canada)
Bulletin des Agriculteurs, Le (French) (Canada)
Voix du Sol, La (Canada)

SPECIALIZED FARMING—See also "Grain" and "Mining, Flour, Feed and Cereal" in Business Papers Section

Burley Tobacco Bulletin & Dealer Farmer
Cotton News
Cotton Planter
Diamond Walnut News
Mountain States Beet Grower
Oklahoma Cotton Grower
South Dakota Wheat Grower
Western Irrigation
Wheat Grower
Wheat Growers Journal

FARM PRODUCE—See also "Produce" in Business Papers Section

Market Growers Journal

FARM PUBLICATIONS ISSUED BY COLLEGES

Poultry Science

POWER FARMING—See also "Farm Implements" in Business Papers Section

Agricultural Engineering
American Threshermen
Better Farm Equipment and Methods
Electricity on the Farm
Farm Mechanics

CO-OPERATIVE

Farmers Union Herald

FARMER'S ASSOCIATIONS

Arizona Producer
Arkansas Union Farmer
California County Farm Bureau Monthlies
Cotton Association News
Equity News
Equity Union Exchange
Erie County Farm & Home Bureau News
Farm Bureau News (Dallas, Texas)
Farm Bureau News (Bellingham, Wash.)
Grange News
Hoosier Farmer
Kansas Grange Monthly
Kansas Union Farmer
M Henry County Farm Bureau Bulletin
Michigan Farm Bureau News
Minnesota Leader
Missouri Farm Bureau News
National Gleaner Forum
National Grange Monthly
New State, The
Ohio State Grange Monthly
Oklahoma Union Farmer
Pennsylvania Farm Bureau News
Pennsylvania Grange News
Spokane County News
Stevens County Farm News
Tennessee Farm Bureau News
Virginia Union Farmer
West Virginia Farm News

AGRICULTURAL PAPERS CLASSIFIED ACCORDING TO STATES

ALABAMA
Alabama Times
Cotton Planter
Progressive Farmer & Farm Woman

ARIZONA
Arizona Cattleman and Farmer
Arizona Producer

ARKANSAS
Arkansas Farmer
Arkansas Gazette
Arkansas Union Farmer
Cotton Association News
Dixie Dairies

CALIFORNIA
California Citrograph
Calif. County Farm Bureau Mo.
California Cultivator
California Dairyman
Citrus Leaves
Diamond Walnut News
Farm and Garden Magazine
Farm and Ranch Market Journal
Pacific Rural Press
Poultry Craftsman and Breeder
Rosewood Standard
Western Irrigation

COLORADO
Mountain States Beet Grower
Producer
Western Farm Life

DISTRICT OF COLUMBIA
National Farm News
National Poultry Journal

FLORIDA
Citrus Industry
Farm and Live Stock Record
Florida Farm & Grove
Florida Farmer
Florida Grower
Sweet Chronicle

Baby Chick
Breeder's Gazette
Daily Drovers Journal
Daily Livestock Reporter
Dairy Farm Leader
Dairyman's Journal
Dairy Tribune
Equity Union Exchange
Farm Mechanics
Farmers Elevator Guide
Farmer's Weekly Review
Friendly Farmer
Hatchery Tribune
Illinois Farmer
Live Stock Markets
McHenry County Farm Bureau Bulletin
National Duroc News
National Live Stock Producer
Poultry Keeper
Poultry Tribune
Prairie Farmer
Shorthorn World and Farm Magazine
Standard Dairy Publications
Turkey World

INDIANA
Bureau Farmer
Chester White Journal
Farmer's Exchange
Goat World
Hoosier Farmer
Indiana Farmer's Guide, The
Inland Poultry Journal
Jersey Bulletin and Dairy World
Poland China Advocate
Woman's Farm Journal

IOWA
Aberdeen-Angus Journal
Chester White World
Duroc Sentinel
Harrison's Home Farmer
Iowa Farmer & Corn Belt Farmer
Leghorn World
Live Stock Record

KENTUCKY
Farmers Home Journal
Market Growers' Journal

LOUISIANA
Southern Dairyman

MARYLAND
Maryland Farmer

MASSACHUSETTS
National Grange Monthly
New England Dairyman
New England Homestead
New England Poultryman

MICHIGAN
Agricultural Engineering
Fruits and Gardens
Michigan Farm Bureau News
Michigan Farmer
Michigan Milk Messenger
Michigan Patron
Modern Poultry Breeder
National Barred Rock (Poultry) Journal
National Gleaner Forum

MINNESOTA
Clover Leaf Weeklies
Farmer and Farm, Stock and Home
Farmers Union Herald
Farmer's Wife
Minnesota Leader
National Farm & Poultry Journal
Poultry Herald
Stock and Dairy Farmer

MISSOURI
Agricultural Review
American Hereford Journal
American Pigeon Journal
Better Farm Equipment and Methods

NEBRASKA
Daily Journal-Stockman
Duroc Journal Bulletin
Nebraska Farmer
New State, The

NEW HAMPSHIRE
Guernsey Breeder's Journal

NEW YORK
American Agriculturist
Ancona World
Better Crops with Plant Food
Country Home, The
Dairymen's League News
Electricity on the Farm
Erie County Farm and Home Bureau News
Grape Belt & Chautauqua Farmer
Hatchery News
Holstein-Friesian World
Rural Digest
Rural New Yorker

NORTH DAKOTA
Farm Ideas
Wheat Grower

OHIO
Dairymen's Monthly Review
Farm and Dairy
Gleanings in Bee Culture
Ohio Farm Bureau News
Ohio Farmer
Ohio State Grange Monthly
Poultry Success
Reliable Poultry Journal

OKLAHOMA
Oklahoma Cotton Grower
Oklahoma Farmer-Stockman
Oklahoma Union Farmer
"OK" Poultry Culture

SOUTH CAROLINA
Cotton News

SOUTH DAKOTA
Dakota Farmer
Farmer & Breeder
South Dakota Wheat Grower

TENNESSEE
Burley Tobacco Bulletin and Poultry Farmer
Commercial Appeal
Dixie Poultry Journal
Southern Agriculturist
Tennessee Farm Bureau News

TEXAS
Cattleman
Farm and Ranch
Farm Bureau News
Fletcher's State Rights Farming
Poultry News
Semi Weekly Farm News
Sheep & Goat Raisers' Magazine
Southwestern Farmer-Stockman
Southwestern Poultry Journal
Southwest Plainsman
Southwest Poultry and Swine Breeder
Valley Farmer
Weekly Live Stock Reporter

UTAH
National Wool Grower
Utah Farmer

VERMONT
Ayrshire Digest
Vermont Dairy News

VIRGINIA
Poultry Profits
Southern Planter
Virginia Union Farmer

Merlin Hull's Farm News
Poultry Farmer and Rabbit Breeder
Wisconsin Agriculturist & Farmer
Wisconsin Homestead

WYOMING
Northwestern Farmer and Rancher
Wyoming Stockman-Farmer

CANADA

ALBERTA
Alberta Farmer and Calgary Weekly Herald
Alberta Farm Journal
Farm and Ranch Review
U. F. A. (The)
Western Farmer

BRITISH COLUMBIA
Country Life in B. C.
Farm and Home

MANITOBA
Country Guide
Free Press Prairie Farmer
Nor'-West Farmer, The
Scoop Shovel

NEW BRUNSWICK
Maritime Farmer & Co-operative Dairyman

ONTARIO
Beekeeper, The
Canadian Unitist
Canadian Countryman
Canadian Horticulturist
Canadian Poultry Journal
Canadian Poultry Review
Farm and Dairy
Farmer's Advocate and Home Magazine
Farmers' Sun
Ontario Farmer

CANADA

Canadian Horticulturist (Canada)
Canadian Ayrshire Review (Canada)
Canadian Countryman (Canada)
Canadian Horticulturist (Canada)
Capper's Farmer
Cooperative Farmer
Country Gentleman
Country Guide (Canada)
Country Home, The
Country Life in B. C. (Canada)
Dakota Farmer
Family Herald and Weekly Star (Canada)
Farm and Garden Magazine
Farm and Home (Canada)
Farm and Live Stock Record
Farm and Market Journal
Farm and Ranch
Farm and Ranch Market Journal
Farm and Ranch Review (Canada)
Farm Ideas
Farm Journal
Farmer & Breeder
Farmer and Farm, Stock and Home
Farmer and Feeder
Farmer and Stockman
Farmer's Advocate and Home Magazine (Canada)
Farmers Elevator Guide
Farmer's Exchange
Farmer's Home Journal
Farmer's Sun (Canada)
Farmer's Telegram
Farmer's Weekly Review
Farmer's Wife
Fletcher's State Rights Farming
Florida Farm & Grove
Florida Farmer
Florida Grower
Free Press Prairie Farmer (Canada)
Friendly Farmer
Georgia Farmer and Fruit Grower
Harrison's Home Farmer
Idaho Farmer
Illinois Farmer
Indiana Farmer's Guide, The
Iowa Farmer & Corn Belt Farmer
Island Farmer (Canada)
Journal of Agriculture and Horticulture (Canada)
Judith Basin Farmer
Kansas Farmer (Mail & Breeze)
Maritime Farmer and Co-operative Dairyman (Canada)
Oklahoma Farmer-Stockman
Ontario Farmer (Canada)
Oregon Farmer
Ottawa Farm Journal (Canada)
Pac fic Homestead
Pacific Northwest Farm Trio
Pacific Rural Press
Pennsylvania Farmer
Prairie Farmer
Progressive Farmer & Farm Woman
Rocky Mountain Husbandman
Rural Digest
Rural New Yorker
Saskatchewan Farmer (Canada)
Scientific Farmer
Scoop Shovel (Canada)
Sheep and Goat Raisers' Magazine
Southern Agriculturist
Southern Cultivator
Southern Planter
Southern Ruralist
Southwest Farmer
Southwest Plainsman
Southwestern Stockman-Farmer
Standard Farm Field Crop Inserts
Standard Farm Paper Unit
Successful Farming
U. F. A. (The) (Canada)
Utah Farmer
Valley Farmer
Wallaces' Farmer and Iowa Homestead
Washington Farmer
Western Farmer (Canada)
Western Farm Life
Western Producer (Canada)
Wisconsin Agriculturist and Farmer
Wisconsin Homestead
Witness & Canadian Homestead (Canada)
Woman's Farm Journal
Wyoming Stockman-Farmer

DAIRY—See also "Milk & Milk Products" in Business Papers Section

Ayrshire Journal
California Dairyman
Dairy Farm Leader
Dairyman's Journal
Dairyman's Monthly Review
Dairymen's League News
Dairymen's Price Reporter
Dairy Tribune
Dixie Dairies
Farm and Dairy
Farm and Dairy (Canada)
Federation Guide
Goat World
Citrus Industry
Citrus Leaves
Fruits and Gardens
Grape Belt & Chautauqua Farmer
Reid-Sweet Chronicle
Suncrest Standard

LIVE STOCK (General)

Arizona Cattleman and Farmer
Breeder's Gazette
Cattleman
Corn Belt Dailies:
Daily Drovers Journal
Daily Drovers Telegram
Daily Journal-Stockman
Daily Live Stock Reporter
Live Stock Markets
Live Stock Record
National Live Stock Producer
Producer, The (Denver)
Southeast Livestock
Stock Yards Journal
Western Breeders Journal

BREED PUBLICATIONS (Live Stock)

Aberdeen-Angus Journal
American Herdsman, The
American Hereford Journal
American Sheep Breeder
Ayrshire Digest
Chester White Journal
Chester White World
Duroc Journal Bulletin
Duroc Sentinel
Guernsey Breeders' Journal
Holstein Breeder and Dairyman
Holstein Friesian World
Jersey Bulletin and Dairy World
National Duroc News
Poland China Advocate
Poland China Journal
Shorthorn World and Farm Magazine
Spotted Poland China Digest
Standard Breed Publications
Swine World
Weekly Live Stock Reporter

POULTRY—See also "Poultry and Poultry Products" in Business Papers Section

American Poultry Journal
Aurora World
Baby Chick
Northwest Poultry Journal
"OK" Poultry Culture
Pacific Poultryman
Plymouth Rock Monthly
Poultry Craftsman and Breeder
Poultry Farmer and Rabbit Breeder
Poultry Herald
Poultry Item
Poultry Keeper
Poultry News
Poultry Press
Poultry Profits
Poultry Success
Poultry Tribune
Reliable Poultry Journal
Rhode Island Red Journal
Southeastern Poultry Journal
Southwest Poultry and Swine Breeder
Standard Poultry Journal
Turkey World
Waste-egg
Waverly Poultry Trio
Wyandotte Herald

PIGEONS & PET STOCK

American Pigeon Journal
American Pigeon Keeper
Small Stock Magazine

BEE

American Bee Journal
Beekeeper, The (Canada)
Gleanings in Bee Culture

FARM NEWSPAPERS

Alabama Times
Arkansas Gazette
Atlanta Tri Weekly Journal
Capper's Weekly
Clover Leaf Weeklies
Commercial Appeal
Constitution, Tri Weekly
Farmers' Weekly La Patrie (Canada)
Farmer's Weekly La Presse (Canada)
Kansas City Star Weekly
Semi-Weekly Farm News
Wichita Daily Stockman

FARM PAPERS IN FOREIGN LANGUAGE (except Canadian) appear in Foreign Language Section

Bulletin de la Ferme, Le (French) (Canada)
Bulletin des Agriculteurs, Le (French) (Canada)
Voix du Sol, La (Canada)
Market Growers Journal

FARM PUBLICATIONS ISSUED BY COLLEGES

Poultry Science

POWER FARMING—See also "Farm Implements" in Business Papers Section

Agricultural Engineering
American Thresherman
Better Farm Equipment and Methods
Electricity on the Farm
Farm Mechanics

CO-OPERATIVE

Farmers Union Herald

FARMER'S ASSOCIATIONS

Arizona Producer
Arkansas Union Farmer
California County Farm Bureau Monthlies
Cotton Association News
Equity News
Equity Union Exchange
Erie County Farm & Home Bureau News
Farm Bureau News (Dallas, Texas)
Farm Bureau News (Bellingham, Wash.)
Grange News
Hoosier Farmer
Kansas Grange Monthly
Kansas Union Farmer
McHenry County Farm Bureau Bulletin
Michigan Farm Bureau News
Minnesota Leader
Missouri Farm Bureau News
National Gleaner Forum
National Grange Monthly
New State, The
Ohio State Grange Monthly
Oklahoma Union Farmer
Pennsylvania Farm Bureau News
Pennsylvania Grange News
Spokane County News
Stevens County Farm News
Tennessee Farm Bureau News
Virginia Union Farmer
West Virginia Farm News

AGRICULTURAL PAPERS CLASSIFIED ACCORDING TO STATES

ALABAMA
Alabama Times
Cotton Planter
Progressive Farmer & Farm Woman

ARIZONA
Arizona Cattleman and Farmer
Arizona Producer

ARKANSAS
Arkansas Farmer
Arkansas Gazette
Arkansas Union Farmer
Cotton Association News
Dixie Dairies

CALIFORNIA
California Citrograph
Calif. County Farm Bureau Mo.
California Cultivator
California Dairyman
Citrus Leaves
Diamond Walnut News
Farm and Garden Magazine
Farm and Ranch Market Journal
Pacific Rural Press
Poultry Craftsman and Breeder
Rosecrest Standard
Western Irrigation

COLORADO
Mountain States Beet Grower
Producer
Western Farm Life

DISTRICT OF COLUMBIA
National Farm News
National Poultry Journal

FLORIDA
Citrus Industry
Farm and Live Stock Record
Florida Farm & Grove
Florida Farmer
Florida Grower
Reid-Sweet Chronicle

GEORGIA
Atlanta Tri-Weekly Journal
Constitution, Tri-Weekly
Georgia Farmer & Fruit Grower
Southwest Livestock
Southern Cultivator
Southern Ruralist

IDAHO
Idaho Farmer

ILLINOIS
Agricultural Leaders' Digest
American Bee Journal
American Farming
American Fruit Grower
American Exchange, The
American Poultry Keeper
American Poultry Journal
American Rabbit Grower
American Sheep Breeder
Baby Chick
Breeder's Gazette
Daily Drovers Journal
Daily Livestock Reporter
Dairy Farm Leader
Dairyman's Journal
Dairy Tribune
Equity Union Exchange
Farm Mechanics
Farmers Elevator Guide
Farmer's Weekly Review
Friendly Farmer
Hatchery Tribune
Illinois Farmer
Live Stock Markets
McHenry County Farm Bureau Bulletin
National Duroc News
National Live Stock Producer
Poultry Keeper
Poultry Tribune
Prairie Farmer
Shorthorn World and Farm Magazine
Standard Dairy Publications
Turkey World

INDIANA
Bureau Farmer
Chester White Journal
Farmer's Exchange
Goat World
Hoosier Farmer
Indiana Farmer's Guide, The
Inland Poultry Journal
Jersey Bulletin and Dairy World
Poland China Advocate
Woman's Farm Journal

IOWA
Aberdeen-Angus Journal
Chester White World
Duroc Sentinel
Harrison's Home Farmer
Iowa Farmer & Corn Belt Farmer
Leghorn World
Live Stock Record
Modern Agriculture
Plymouth Rock Monthly
Rhode Island Red Journal
Small Stock Magazine
Swine World
Successful Farming
Wallaces' Farmer and Iowa Homestead
Waverly Poultry Trio
Wyandotte Herald

KANSAS
Capper's Farmer
Capper's Weekly
Eastern Kansas Poultry News
Kansas Farmer (Mail & Breeze)
Kansas Grange Monthly
Kansas Union Farmer
Southwest Farmer
Wheat Growers' Journal
Wichita Daily Stockman

KENTUCKY
Farmers Home Journal
Market Growers' Journal

LOUISIANA
Southern Dairyman

MARYLAND
Maryland Farmer

MASSACHUSETTS
National Grange Monthly
New England Dairyman
New England Homestead
New England Poultryman

MICHIGAN
Agricultural Engineering
Fruits and Gardens
Michigan Farm Bureau News
Michigan Farmer
Michigan Milk Messenger
Michigan Patron
Modern Poultry Breeder
National Barred Rock (Poultry) Journal
National Gleaner Forum

MINNESOTA
Clover Leaf Weeklies
Farmer and Farm Stock and Home
Farmers Union Herald
Farmer's Wife
Minnesota Leader
National Farm & Poultry Journal
Poultry Herald
Stock and Dairy Farmer

MISSOURI
Agricultural Review
American Hereford Journal
American Pigeon Journal
Better Farm Equipment and Methods
Co-operative Farmer
Daily Drover's Telegram
Farmer and Stockman
International Baby Chick News
Kansas City Star-Weekly
Missouri Farm Bureau News
Missouri Farmer
Missouri Ruralist
Missouri Valley Poultry and Dairy Farmer
Ozark Farmer-Dairyman
Poland China Journal
Spotted Poland China Digest
Standard Poultry Journal
Stock Yards Journal

MONTANA
Judith Basin Farmer
Montana Farmer
Rocky Mountain Husbandman
Scientific Farmer

NEBRASKA
Daily Journal-Stockman
Duroc Journal Bulletin
Nebraska Farmer
New State, The

NEW HAMPSHIRE
Guernsey Breeder's Journal

NEW YORK
American Agriculturist
Aurora World
Better Crops with Plant Food
Country Home, The
Dairymen's League News
Electricity on the Farm
Erie County Farm and Home Bureau News
Grape Belt & Chautauqua Farmer
Hatchery News
Holstein-Friesian World
Rural Digest
Rural New Yorker

NORTH DAKOTA
Farm Ideas
Wheat Grower

OHIO
Dairyman's Monthly Review
Farm and Dairy
Gleanings in Bee Culture
Ohio Farm Bureau News
Ohio Farmer
Ohio State Grange Monthly
Poultry Success
Reliable Poultry Journal

OKLAHOMA
Oklahoma Cotton Grower
Oklahoma Farmer-Stockman
Oklahoma Union Farmer
"OK" Poultry Culture

OREGON
Angora Journal
Better Fruit Magazine
Northwest Poultry Journal
Oregon Farmer
Pacific Homestead
Western Breeder's Journal

PENNSYLVANIA
Country Gentleman
Dairymen's Price Reporter
Everybody's Poultry Magazine
Farm Journal
Holstein Breeder and Dairyman
Interstate Milk Producers Review
Pennsylvania Farm Bureau News
Pennsylvania Farmer
Pennsylvania Grange News
Poultry Item
Poultry Press

SOUTH CAROLINA
Cotton News

SOUTH DAKOTA
Dakota Farmer
Farmer & Breeder
South Dakota Wheat Grower

TENNESSEE
Burley Tobacco Bulletin and Poultry Farmer
Commercial Appeal
Dixie Poultry Journal
Southern Agriculturist
Tennessee Farm Bureau News

TEXAS
Cattleman
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Farm Bureau News
Fletcher's State Rights Farming
Poultry News
Semi Weekly Farm News
Sheep & Goat Raisers' Magazine
Southwestern Farmer-Stockman
Southwestern Poultry Journal
Southwest Plainsman
Southwest Poultry and Swine Breeder
Valley Farmer
Weekly Live Stock Reporter

UTAH
National Wool Grower
Utah Farmer

VERMONT
Ayrshire Digest
Vermont Dairy News

VIRGINIA
Poultry Profits
Southern Planter
Virginia Union Farmer

WASHINGTON
Farm and Market Journal
Farm Bureau News
Grange News
Northwest Dairyman and Farmer
Pacific Poultryman
Spokane County News
Stevens County Farm News
Wasaweag
Washington Farmer

WEST VIRGINIA
West Virginia Farm News

WISCONSIN
American Thresherman
Dairy News
Farmer and Dealer
Farmers Telegram
Federation Guide
Hoard's Dairyman
Merlin Hull's Farm News
Poultry Farmer and Rabbit Breeder
Wisconsin Agriculturist & Farmer
Wisconsin Homestead

WYOMING
Northwestern Farmer and Rancher
Wyoming Stockman-Farmer

CANADA

ALBERTA
Alberta Farmer and Calgary Weekly Herald
Alberta Farm Journal
Farm and Ranch Review
U. F. A. (The)
Western Farmer

BRITISH COLUMBIA
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Farm and Home

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Canadian Horticulturist
Canadian Poultry Journal
Canadian Poultry Review
Farm and Dairy
Farmer's Advocate and Home Magazine
Farmers' Sun
Ontario Farmer
Ottawa Farm Journal
Voix du Sol, La

PRINCE EDWARD ISLAND
Island Farmer, The

QUEBEC
Bulletin de la Ferme, Le (French)
Bulletin des Agriculteurs, Le (French)
Canadian Ayrshire Review
Family Herald & Weekly Star
Farmer's Weekly La Patrie
Farmer's Weekly La Presse
Journal of Agriculture and Horticulture
Witness and Canadian Homestead

SASKATCHEWAN
Saskatchewan Farmer
Western Producer

EXHIBIT NO. 35.
123
EXHIBIT No. 35
Oscar H. Carpenter
103

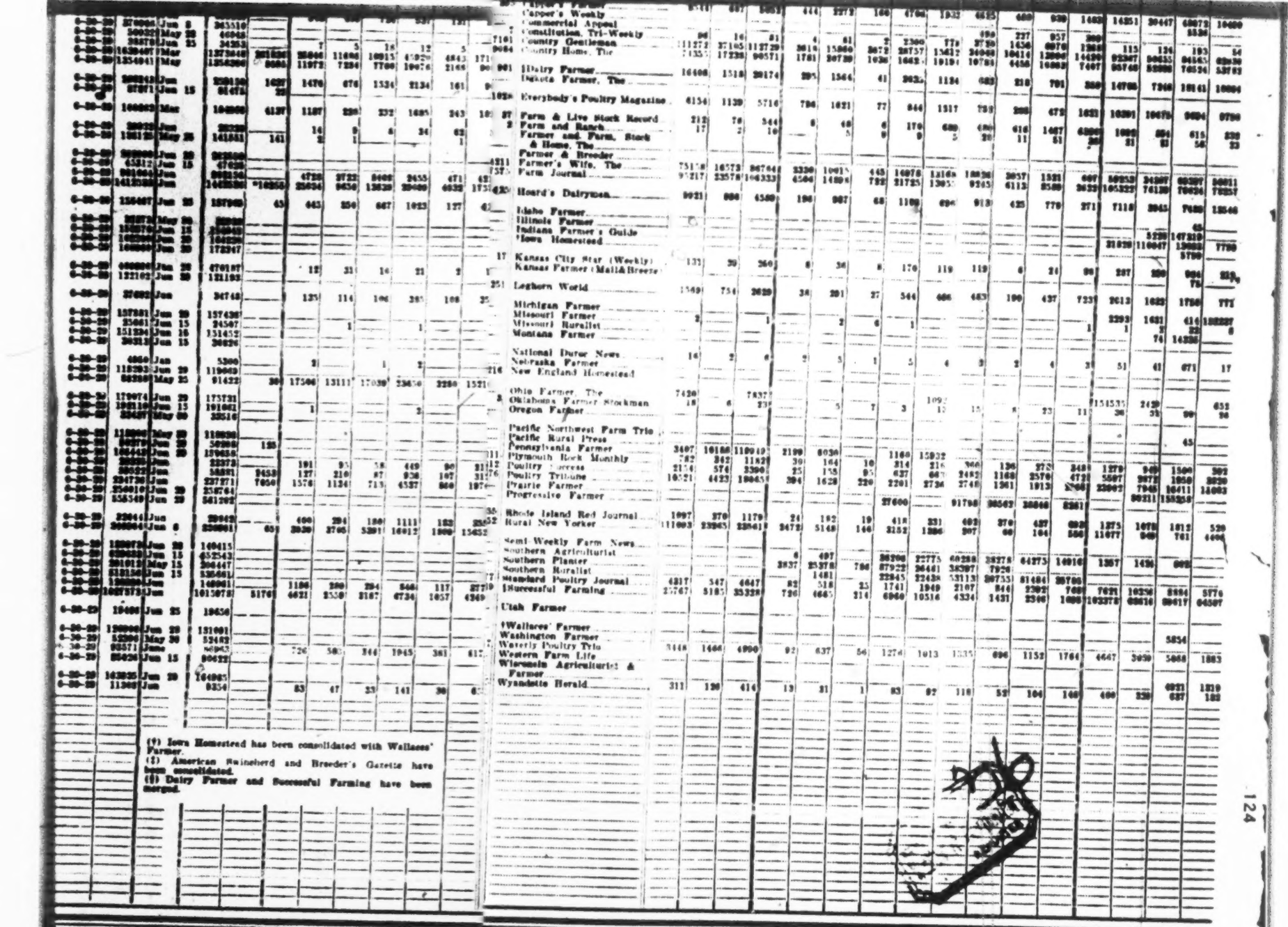
Period Ending	Net Paid Average	Distrib. Taken from Issue of	Total Net Paid of Distribution		NEW ENGLAND STATES						Name of Publication Listing Only Papers Which Are Members of A. B. C	Middle Atlantic States			South Atlantic States								East North Central			
			Mail	Newsstd	Me.	N.H.	Vt.	Mass.	R.I.	Conn.		N.Y.	N.J.	Pa.	Dela.	Md.	D.C.	Va.	W.Va.	N.C.	S.C.	Ga.	Fla.	Ohio	Ind.	Ill.	Mich.
											*This Circulation Not Included In Distribution															
6-30-29	148000	Jun 29	152257		174	41	2987	2985	51	8427	American Agriculturist	10041	11458	13106	1138	2796								206			
6-30-29	38161	Jun	39766		9579	2196	2040	11747	1100	3675	American Fruit Grower	1919	5774	3600	787	5518	219	2052	3134	1007	220	602	6636	15110	8768	10787	12564
6-30-29	34611	Jun	35790	3000	2301	1270	1000	3833	619	1571	American Poultry Journal	111	2700	12511	359	1774	153	5022	6400	7010	8751	7771	8043	14600	10035	17252	10022
6-30-29	6300	Jun	6801		236	129	80	279	34	121	(3)American Swineherd	2190		1200	62	348	90	669	671	1435	501	1011	300	4667	10227	6900	1700
6-30-29	41216	July 1	41156								Arkansas Farmer			2			21		3			3	5	3		2	9
6-30-29	30235	Mar 13	19319		3	1	12	1		2	Atlanta Tri-Weekly Journal	30	11	42	1	17	1	200	110	2281	1585	9040	1543	35	12	21	22
6-30-29	92337	Jun	90346	85	220	119	165	267	56	230	(Breeder's Gazette	2 70	231	16829	63	285	50	1361	934	843	274	457	183	8776	5484	10056	3804
6-30-29	48920	Jun 30	48585	900							California Cultivator																
6-30-29	870855	Jun	885320		542	638	736	537	131	85	Capper's Farmer	8544	667	5852	444	2272	100	6766	1923	6625	680	930	1682	14351	30447	48072	10480
6-30-29	370000	Jun 8	365510								Capper's Weekly															5536	
6-30-29	500325	May 28	46048								Commercial Appeal									490	227	957	300				
6-30-29	38678	Jun 15	34353		7	5	15	12	5	7	Constitution, Tri-Weekly	96	16	81	4	61	2	2300	770	2739	1456	6976	1360	115	126	193	54
6-30-29	1630467	Mar	1373648	261500	35046	11646	10915	61920	4843	17101	Country Gentleman	111272	37165	112729	3618	15860	3673	28737	15612	24040	10414	12000	14439	92307	50655	84565	62030
6-30-29	1354041	May	1256384	8885	11972	7284	7700	19976	2169	9064	Country Home, The	71355	17238	90571	1761	20739	1036	1062	10191	10784	6456	10803	7607	85748	52880	76524	52792
6-30-29	2000245	Jun	2208130	1627	1476	676	1534	2134	161	901	Dairy Farmer	16406	1518	20174	295	1564	61	3035	1134	662	218	781	350	14705	7368	18161	10004
6-30-29	87971	Jun 15	84674	22							Dakota Farmer, The																
6-30-29	190883	Mar	184800	4137	1187	229	232	1685	243	1020	Everybody's Poultry Magazine	6154	1139	5716	796	1621	77	844	1517	752	268	472	1621	16391	10673	9804	9790
6-30-29	39972	Jun	38330		14	9	8	34	62	37	Farm & Live Stock Record	212	78	544	8	48	6	170	680	480	610	1467	6800	1005	864	615	232
6-30-29	136135	May 25	141551	141	2	1			1	2	Farm and Ranch	17	2	10		5	9	9	5	29	11	51	30	21	23	58	23
6-30-29											Farmer and Farm, Stock & Home, The																
6-30-29	5838000	Jun 30	5828868								Farmer & Breeder																
6-30-29	45312	Jun 15	47025								Farmer's Wife, The																
6-30-29	901864	Jun	902156		4720	2732	8469	2655	471	4211	Farm Journal	75178	10573	84744	3330	10015	445	14078	12168	18020	3057	1521	607	59253	34387	60387	40011
6-30-29	1412538	Jun	1402838	*10850	25034	8450	13820	28000	4032	1757	Farm Journal	97217	23578	104333	4506	14804	722	21725	13057	9245	6113	8580	26322	105322	74126	70634	72257
6-30-29	156667	Jun 25	157940	63	665	350	667	1023	127	625	Hoard's Dairyman	9021	986	4589	198	987	68	1109	694	913	425	779	271	7118	3845	7680	12546
6-30-29	25272	May 29	25000								Idaho Farmer															65	
6-30-29	150570	Jun 15	154660								Illinois Farmer															5329	147319
6-30-29	142266	Jun 20	146020								Indiana Farmer's Guide															21028	110057	13053	7700
6-30-29	168049	Jun 30	172347								†Iowa Homestead															5700	
6-30-29	400004	Jun 26	470197		12	31	16	21	2	27	Kansas City Star (Weekly)	131	39	360	8	36	8	170	119	119	0	21	98	287	289	904	513
6-30-29	122102	Jun 30	122193								Kansas Farmer (Mail&Breeze															76	
6-30-29	31602	Jun	34748		135	114	166	381	109	251	Leghorn World	1549	754	3029	38	391	27	544	486	683	190	437	723	2013	1632	1786	771
6-30-29	157281	Jun 29	157439								Michigan Farmer															2292	1631	614	182397
6-30-29	25681	Jun 15	24507				1		1		Missouri Farmer	2		1			2	6	1				1	1	2	74	14336	
6-30-29	151234	Jun 15	151452								Missouri Ruralist																	
6-30-29	30233	Jun 15	30826								Montana Farmer																	
6-30-29	4950	Jun	5300		2		1	2			National Dairy News	14	2	6	2	5	1	5	4	3	2	4	3	51	41	671	17
6-30-29	118703	Jun 29	119069								Nebraska Farmer																	
6-30-29	88288	May 25	91422	38	17506	13111	17039	23450	2280	15216	New England Homestead																	
6-30-29	179074	Jun 29	175731								Ohio Farmer, The	7420		78377					1092					1145571	2439		652
6-30-29	198110	Jun 15	191001		1				3	8	Oklahoma Farmer-Stockman	18	6	239		5	7	3	13	15	8	22	11	38	33	99	36
6-30-29	85437	May 30	88516								Oregon Farmer																	
6-30-29	118000	May 29	118000								Pacific Northwest Farm Trio															65	
6-30-29	34879	Jun 29	30000	125							Pacific Rural Press																
6-30-29	148448	Jun 29	150654								Pennsylvania Farmer	3407	10186	11991	2190	6939		1160	15932								
6-30-29	28000	Jun	22273		191	93	58	449	90	311	Plymouth Rock Monthly	782	842	1182	30	164	10	314	216	960	136	278	348	1279	949	1500	302
6-30-29	30000	Jun	34291		127	210	97	938	107	312	Poultry	2176	574	3300	25	155	95	637	681	2482	1168	2570	4721	5507	3972	1850	2020
6-30-29	30000	Jun	29733	9453	1576	1134	713	4587	860	1976	Poultry Success	10321	4423	18045	394	1628	220	2201	3726	2748	1361	1913	2965	22992	7945	10411	14003
6-30-29	234736	Jun	227271	7050							Poultry Tribune															80231	158258	
6-30-29	256010	Jun 29	258764								Prairie Farmer																	
6-30-29	556349	Jun 29	561292								Progressive Farmer							27600		91706	28567	38648	6261				
6-30-29	22044	Jun	22942		600	394	180	1111	183	355	Rhode Island Red Journal	1097	370	1179	24	182	19	418	231	483	370	487	602	1375	1078	1813	530
6-30-29	268966	Jun 6	250001	651	8939	3705	5391	16012	1809	15652	Rural New Yorker	111093	23865	228619	9472	5148	146	2153	1306	907	60	104	586	11077	640	761	4496
6-30-29	188078	Jun 30	140415								Semi-Weekly Farm News																
6-30-29	650143	Jun 15	652543								Southern Agriculturist				6	497		28206	22775	60288	28278	64273	14016	1357	1436	995	
6-30-29	201918	May 15	206447								Southern Planter				3937	25378	700	67922	26461	38307	7929						
6-30-29	1121366	Jun 15	1126461								Southern Ruralist					1481		22845	23434	53113	30753	81484	38766				
6-30-29	149061		149061		1186	289	294	848	117	877	Standard Poultry Journal	4817	547	6647	82	518	25	1741	1949	2107	944	2302	709	7071	10250	8984	5776
6-30-29	1007570	Jun	1015078	5176	6631	3550	3187	6734	1057	4349	(Successful Farming	25767	5185	25329	726	4665	314	6960	10518	4534	1451	2346	1606	102378	68810	80617	64507
6-30-29	18400	Jun 25	18454								Utah Farmer																
6-30-29	131001		131001																							5854	
6-30-29	52206	Jun 30	53432								†Wallaces' Farmer																
6-30-29	80571	May 30	80963		726	561	344	1945	381	817	Washington Farmer																
6-30-29	89630	June 15	90623								Waverly Poultry Trio	3448	1466	4990	92	637	56	1278	1013	1335	696	1152	1764	6647	3659	5868	1883
											Western Farm Life																
6-30-29	163835	Jun 29	164985								Wisconsin Agriculturist & Farmer															4921	1319
6-30-29	11546	Jun	9854		83	47	33	141	39	63	Wyandotte Herald	311	198	414	13	31	1	83	92	116	52	104	140	499	329	637	183

(2) Iowa Homestead has been consolidated with Wallaces' Farmer.
(3) American Swineherd and Breeder's Gazette have been consolidated.
(4) Dairy Farmer and Successful Farming have been merged.

Southern Ruralist First in Paid Circulation in South

The paid circulation of the December 15th issue, by states, follows:

32,205 Kentucky 54,690 Arkansas 41,997



(†) Iowa Homestead has been consolidated with Wallaces' Farmer.
(‡) American Swineherd and Breeder's Gazette have been consolidated.
(§) Dairy Farmer and Successful Farming have been merged.

Southern Ruralist First in Paid Circulation in South

The paid circulation of the December 15th issue, by states, follows:

Virginia	32,205	Kentucky	54,690	Arkansas	41,997
West Virginia	37,862	Tennessee	50,266	Louisiana	47,945
North Carolina	67,746	Alabama	78,554	Oklahoma	9,818
South Carolina	42,142	Mississippi	79,931	Texas	30,537
Georgia	103,288	**Circulation Guarantee, 650,000**		Miscellaneous	7,445
Florida	40,908			Total Paid	725,334

Southern Ruralist, Atlanta, Georgia

MEMBER AUDIT BUREAU OF CIRCULATIONS

National Advertising Representatives: E. KATZ SPECIAL ADVERTISING AGENCY

EXHIBIT NO. 36.

States Wh.	East South Central States				West North Central States							Name of Publication	West South Central States				Mountain States								Pacific States			Miss. & Terr.
	Ky.	Tenn.	Ala.	Miss.	Minn.	Iowa	Mo.	N. D.	S. D.	Neb.	Kan.		Ark.	La.	Okla.	Tex.	ont.	Ida.	Wyo.	Colo.	N. M.	Ariz.	Utah	Nev.	Wash.	Ore.	Cal	
											*This	Circulation Not Included in Distribution																
												American Agriculturist																
2947	4226	873	1686	1550	1356	2947	12114	637	1918	1623	6435	American Fruit Grower	4918	1562	9130	1518	748	566	225	526	732	1012	601	166	1916	1723	12869	1044
7489	14404	7070	3865	5486	6812	7864	8771	3877	3337	6934	5562	American Poultry Journal	3949	3061	3321	7302	2222	1222	904	2903	731	547	994	227	2227	1864	5061	3194
2117	1898	941	1318	5419	1150	5385	1586	515	1360	1514	1254	[American Beekeeper	646	921	636	1106	597	365	183	593	170	81	188	69	386	304	6454	957
5	5	71	34	171	1	5	1269		6	1	26	Arkansas Farmer	31924	1432	1972	1134												
8	82	861	2562	701		6	16	1	2	3	9	Atlanta Tri-Weekly Journal	82	153	16	84	4	1		8	8		1		2	3	13	12
2142	2182	1332	868	681	2491	9067	4586	1376	1892	4827	4651	[Breeder's Gazette	505	141	1476	1581	1678	786	1016	2298	495	276	254	1186	779	924	10721	3067
												California Cultivator																
23035	6110	3439	3612	1366	58450	69301	98183	27784	22535	74292	58066	Capper's Farmer	14875	831	78959	27479	14926	3504	1709	24114	4451	2707	1966	674	5494	4868	11340	317
1438				192	3589	10062	98166	1858	8377	47734	110529	Capper's Weekly	1561	126	41422	10899	1468	643	1869	16305	934	227	196	118	849	732	1867	1475
	4206	7383	3056	15256			683					Commercial Appeal	9419	1247	373	415												2129
17	972	1725	6710	2297	189	33	185	17	16	10	29	Constitution, Tri-Weekly	1296	1385	394	468	29	15	17	22	29	10	6	1	15	15	86	77
20573	19443	21406	18218	19694	46118	61868	68794	26081	20656	21709	49067	Country Gentleman	15068	15430	29827	44451	21681	18817	6366	24302	4234	6413	6644	2571	43968	31225	68756	112892
49743	21196	12191	9553	10962	54411	82767	68974	28009	25465	45423	78472	Country Home, The	22916	7230	27977	28581	22329	12224	7156	12256	7375	9006	4610	2787	23434	16867	63068	2231
17500	2226	937	795	748	22120	31971	12752	7461	7096	7450	14787	[Dairy Farmer	2177	590	4009	2772	1076	1000	610	1440	197	210	886	654	1462	5075	5631	254
					8889			69100	46483			Dakota Farmer, The					2130											1869
3434	2284	893	492	2527	2976	5639	1880	695	1281	1640	1020	Everybody's Poultry Magazine	666	221	652	1277	275	222	191	466	122	73	97	34	530	363	1160	3029
119	672	1848	696	658	148	293	2154	886	139	165	284	Farm & Live Stock Record	2754	242	2018	710	30	6	82	185	44	9	4		17	21	37	24
6	17	77	108	156	8	15	86	3	3	12	83	Farm and Ranch	8422	3640	7155	119077	6	8	4	54	2136	116	2	2	11	10	1761	84
17230					1155008	50751		42128	34814			Farmer and Farm, Stock & Home, The					2729											3470
					2910	3490		2907	34659	1343		Farmer & Breeder																427
63088	12807	10523	430	522	71908	64615	39562	21871	17966	42267	85456	Farmer's Wife, The	991	242	17088	2579	6656	1926	786	3114	274	522	1816	168	2233	1652	43141	58
82191	19646	10273	9466	5074	70474	101158	46566	17256	21470	49390	50727	Farm Journal	7226	8154	23960	60783	6814	9507	2767	13427	2184	2662	5263	923	24466	15436	31525	429
49066	1561	1548	550	1560	11436	6641	3464	1175	1019	1777	3304	Hoard's Dairyman	678	642	1236	2988	788	2922	339	1035	146	212	656	77	1695	2032	1806	1724
					21	25				54	69	Idaho Farmer					1221	29100	164				621		683	228	279	446
												Illinois Farmer																2892
	250											Indiana Farmer's Guide																527
					4226	143683	4566		3662	10789		[Iowa Homestead																1622
130	197	160	95	130	230	30661	145186	109	295	29704	109500	Kansas City Star (Weekly)	39209	220	69586	22439	484	281	845	11704	2979	932	68	37	256	285	1958	171
						195	699			563	164500	Kansas Farmer (Mail&Breeze)	74		883	139			112	13730	110						158	474
1015	410	437	227	217	1019	1461	1569	134	263	500	1422	Leghorn World	616	260	864	1850	963	144	110	655	141	135	307	15	915	688	566	3824
												Michigan Farmer																861
			3		1		28	24319	1		6	Missouri Farmer	13		3	3		2	3	2	2		1	1	3	3	16	
						1856	127628			181	623	Missouri Ruralist	5584		276	84					158							572
								254	57			Montana Farmer					28197	173	1393									
186	5	6	7	127	498	898	614	164	321	691	456	National Duroc News	35	8	223	277	66	62	26	104	9	10	15		65	55	68	14
						3451	596		2286	106258	1830	Nebraska Farmer							1522	7781								1210
												New England Homestead																1404
	788																											1007
22	68	62	58	623	14	86	1463	17	19	73	2828	Oklahoma Farmer-Stockman	9884	323	129845	481611	15	25	22	246	622	104	3	2	25	47	236	14
												Oregon Farmer					58	165							566	31975	450	329
					21	85				54	69	Pacific Northwest Farm Trio					1455	29733	166				621		81598	22810	10368	1479
												Pacific Rural Press												625	77	383	48486	792
												Pennsylvania Farmer																797
443	868	886	163	126	696	1177	750	152	160	500	748	Plymouth Rock Monthly	268	122	446	907	164	75	67	277	73	62	66	16	272	345	387	2726
1100	2737	1353	1950	1219	8111	4490	889	176	129	1441	1083	Poultry Success	1036	1153	889	6940	116	34	47	341	188	133	22	6	113	98	539	722
6280	3818	2410	1423	1339	4870	9186	8180	1269	1249	5251	8311	Poultry Tribune	3373	2166	13538	10868	1789	819	756	2456	736	634	988	117	6819	1488	2784	30031
17618						1868						Prairie Farmer																2660
	39152	35239	53884	45025								Progressive Farmer	35613	17760	15488	118527												5475
422	601	438	282	266	768	1278	1120	189	335	988	1171	Rhode Island Red Journal	347	359	896	1889	504	162	121	567	142	120	80	15	760	473	989	2815
337	168	183	70	130	163	211	290	47	168	116	197	Rural New Yorker	64	9	71	103	77	96	35	147	56	30	22	15	197	196	474	360
												Semi-Weekly Farm News	3777	541	26750	104733												1494
	70001	51484	54389	65189			2186					Southern Agriculturist	44829	27483	13584	50367					2500							1176
	10426	2304										Southern Planter																2500
	27483	35044	68922	60862								Southern Ruralist	27694	30858	37922	18867												6498
3219	5029	3788	5373	1584	2908	6710	21292	1768	2967	6022	8642	Standard Poultry Journal	3084	855	6819	9910	1268	539	511	1977	458	278	437	68	825	698	1892	870
55388	14169	7751	2779	2414	62835	116842	72802	22170	22988	66476	58307	[Successful Farming	6987	1239	22324	15869	7389	3615	2388	8139	1482	891	1978	611	6811	8573	7516	786
												Utah Farmer					21	1755	163	68	8	66	14971	4561				173
					1793	116086	6885			1215		[Wallaces' Farmer																5239
												Washington Farmer					175	549							94204	616	880	710
1890	1124	1209	772	649	3481	4016	3134	464	664	2012	2336	Waverly Poultry Trio	1651	648	2170	6855	731	201	200	1		327	256	66	1930	1524	1485	10067
										10068	4448	Western Farm Life					6826	6387	6		178	9460	817					818
												Wisconsin Agriculturist & Farmer																1281
150504					960																							
208	348	348	90	52	488	563	371	106	134	286	439	Wyandotte Herald	118	41	226	874	86						17	5	80	68	94	1050

(1) Iowa Homestead has been consolidated with Wallaces' Farmer.
(2) American Beekeeper and Breeder's Gazette have been consolidated.
(3) Dairy Farmer and Successful Farming have been merged.

Subscription price of each paper, $3.00 per year. Net paid circulation over 100,000 guaranteed. Unit Service One Order, One Plate, One Billing.

General Offices: The Corn Belt Farm Dailies, Union Stock

THE · PUBLICATIONS · OF · THE · LIVE · STOCK · INDUSTRY

THE CORN BELT FARM DAILIES, issued from the four great live stock markets, reach the most consistently prosperous men in American agriculture *every day* with the vital information

With a total of more than four million agate lines in 1929, THE CORN BELT FARM DAILIES hold outstanding leadership in advertising volume. Advertisers recognize that an agricultural campaign to be

17300	2200	937	795	740	22120	21971	12750	7461	7006	7450	14787	(Dairy Farmer	2177	550	6000	8773	1072	1000	410	1000	187	270	863	650	1663	5075	5031		254
												Dakota Farmer, The					2150												
3494	2504	805	692	2167	5070	5639	1800	695	1351	1660	1020	Everybody's Poultry Magazine	606	251	653	1377	575	223	101	468	122	75	97	24	530	363	1100		3939
110	672	1900	600	6200	140	383	2154	350	120	165	284	Farm & Live Stock Record	2754	242	2010	710	30	0	62	185	44	0	4		17	21	27		24
0	17	77	160	1501	0	15	60	0	0	12	65	Farm and Ranch	6422	2640	7155	110077	0	0	4	54	2120	110	2	2	11	10	174		64
17220					1155000	50751		62120	84814			Farmer and Farm, Stock & Home, The					2720												3470
62000	12037	10522	620	522	71900	64615	30502	21871	17900	42207	85656	Farmer & Breeder																	42
82195	10660	10273	9000	3074	70474	101150	46500	17250	21470	49200	56727	Farmer's Wife, The	981	242	17000	2570	6056	1024	706	5110	270	522	1010	100	2220	1652	68161		50
												Farm Journal	7220	8154	22000	60722	6814	9507	2707	13427	5104	2602	5262	922	24446	15024	21225		629
49000	1561	1548	850	1500	11420	6461	3604	1175	1010	1777	2300	Hoard's Dairyman	478	642	1250	2920	700	2022	320	1035	166	212	650	77	1095	2022	1000		1524
					21	25				54	69	Idaho Farmer																	
	320											Illinois Farmer	1221	20100	164								621		602	220	270		440
												Indiana Farmer's Guide																	2000
					4220	143083	4560		2062	10720		Iowa Homestead																	527
120	197	160	85	130	220	20681	145188	100	205	20704	100260	Kansas City Star (Weekly)	20200	220	60500	22420	604	201	565	11704	2070	922	68	27	250	205	1050		1629
						105	600			562	104500	Kansas Farmer (Mail&Breeze)	74		660	120			112	12720	110						1560		171
1015	610	437	227	217	1010	1401	1200	134	242	800	1422	Leghorn World	410	200	864	1930	202	144	110	655	111	125	207	15	915	600	560		474
												Michigan Farmer																	3824
		2		1	1	20	24310	1		4	20	Missouri Farmer	12		2	2		2	2	7	2		1	1	2	2	10		861
						1800	127625			122	622	Missouri Ruralist	5500		276	84				150									572
								254	57			Montana Farmer					20197	172	1202										77
100	5	0	7	12	400	800	410	104	221	601	450	National Duroc News	35	0	222	277	60	62	20	104	0	10	15		65	55	60		14
						3451	500		2284	100850	1620	Nebraska Farmer							15022	7781									1210
												New England Homestead																	1000
	700											Ohio Farmer, The																	1007
22	40	62	58	62	14	80	1462	17	10	72	2020	Oklahoma Farmer-Stockman	6000	222	120045	68161	15	25	22	240	622	104	0	2	25	67	220		24
												Oregon Farmer					50	165							500	21075	650		329
					21	25				54	60	Pacific Northwest Farm Trio					1455	20720	164				621		62200	22010	10000		1470
												Pacific Rural Press												622	77	202	68000		702
												Pennsylvania Farmer																	70
442	0000	0000	102	120	000	1177	750	152	100	500	742	Plymouth Rock Monthly	250	122	000	007	104	75	67	277	75	02	00	10	270	001	507		2720
11000	2757	1252	1950	1210	011	4000	000	170	120	1041	1000	Poultry Parcels	1020	1152	220	0040	110	24	67	241	100	122	22	0	1127	00	520		722
0200	2010	0410	1422	1220	0070	0100	0100	1200	1240	5251	0011	Poultry Tribune	2272	2140	12550	10060	1700	010	750	0000	720	020	000	117	0010	1000	2700		20021
17010						1000						Prairie Farmer																	2000
	20102	22220	52004	45020								Progressive Farmer	25012	17700	15400	110527													0475
422	401	020	202	200	700	1272	1120	100	225	000	1171	Rhode Island Red Journal	247	200	200	1000	204	102	121	207	142	120	00	15	740	472	000		2010
227	100	102	70	120	102	211	200	47	100	110	107	Rural New Yorker	60	2	71	102	77	00	25	147	50	20	22	10	107	100	674		240
												Semi-Weekly Farm News	2777	541	20720	1047220					2500								1000
	70001	21404	00500	05100			2104					Southern Agriculturist	41020	27422	12500	50207													1170
	10020	2004										Southern Planter																	2200
	27402	25044	00022	00022								Southern Ruralist	27000	20050	2700	10007													0000
2210	5022	2700	2272	1104	2200	0710	21200	1750	2007	0022	0042	Standard Poultry Journal	2000	055	0210	0010	1200	500	511	1077	450	270	420	00	025	000	1000		270
55000	14102	7751	2770	2414	02000	1100002	72000	22170	27000	40070	02007	Successful Farming	0007	1220	22250	12000	7200	5015	2500	0120	1402	001	1072	411	0011	0070	7510		700
												Utah Farmer					21	1722	165	60	0	00	10071	4541					172
					1700	110000	0005			1215		Wallaces' Farmer																	0200
												Washington Farmer					172	540							50000	610	200		710
1000	1120	1200	772	000	2402	0010	5150	400	004	2012	2250	Weekly Poultry Trio	1051	000	2170	0055	721	201	200	1400	270	227	250	00	1000	1504	1405		10007
										10000	0000	Western Farm Life					0270	0207	0010		170	0000	017						010
												Wisconsin Agriculturist & Farmer																	
50504					000																								1201
2220	2000	1400	00	122	400	502	271	100	124	200	420	Wyandotte Herald	110	41	224	074	05		20				17	2	00	00	04		1020

(*) Iowa Homestead has been consolidated with Wallaces' Farmer.
(†) American Swineherd and Breeder's Gazette have been consolidated.
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General Office: The Corn Belt Farm Dailies, Union Stock Yards, Chicago.

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With a total of more than four million agate lines in 1929, THE CORN BELT FARM DAILIES hold outstanding leadership in advertising volume. Advertisers recognize that an agricultural campaign to be complete must provide for *effective* coverage of the live stock field.

More than 100,000 Five-Dollar-a-Year circulation concentrated in the live stock producing territory—Illinois, Iowa, Nebraska, Kansas, Missouri and adjoining states.

Chicago Daily Drovers Journal
Omaha Daily Journal-Stockman
Kansas City Daily Drovers Telegram
St. Louis Daily Live Stock Reporter

The Corn Belt Farm Dailies

EXHIBIT NO. 37.

Publication	Rate Page Number	Issue Date	Total Rate Page Circulation	Total Rate Page "This"	Name of Publication (Listing Only Papers which Are Members of A.B.C.	Farmers Receiving this publication by Groups												Agreements to Give Answers to Questions							
						New England	Middle Atlantic	East North Central	East South Central	West North Central	West South Central	Mountain	Pacific	Canada (Prov.)	Canada (Maritime)	Canada (Prairie)	Foreign & U.S. Possessions	Issue	A.P.A.	Market Data	Use of Inquiry Blank	Crop Data	Number Offered	Subscription Price
					Circulation Not Included in Subscription																				
6-20-29	165,000	Jun 20	165,000	——	American Agriculturist	11,000	44,000	4,000	2,000	3,000	37,000	17,000	7,000	11,000		675	25	25	Mar 23	66,000	33,000	3,000	6,000	1,000	.05	1.50
6-20-29	105,000	Jun	107,000	——	American Farm Home	7,000	21,000	2,000	1,000	1,000	11,000	3,000	2,000	3,000					Mar	47,000	23,000	7,000	7,000	2,000	.05	1.50
6-20-29	265,000	Jun	267,000	2,000	American Poultry Journal	17,000	83,000	12,000	5,000	6,000	50,000	11,000	3,000	12,000		2,000	2,000	2,000	Mar	87,000	43,000	7,000	16,000	2,000	.15	1.50
6-20-29	62,000	Jun	62,000	——	[American Beekeeper	1,000	3,000	1,000	1,000	1,000	3,000	1,000	1,000	1,000		1,000	1,000	1,000	Mar	47,000	23,000	6,000	11,000	1,000	.05	1.50
6-20-29	11,000	May 1	11,000	——	Arkansas Farmer	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000		1,000	1,000	1,000	Mar 1	23,000	23,000	7,000	7,000	1,000	.05	1.50
6-20-29	35,000	Mar 15	35,000	——	Atlanta Tri-Weekly Journal	1,000	1,000	14,000	1,000	1,000	1,000	1,000	1,000	1,000		1,000	1,000	1,000	Mar 15	73,500	37,000	7,000	8,000	1,000	.05	1.50
6-20-29	92,000	Jun	96,000	4%	[Breeder's Gazette	3,000	6,000	6,000	30,000	6,000	30,000	2,000	2,000	7,000	2,000	2,000	2,000	2,000	Jun	38,000	37,000	6,000	18,000	2,000	.10	.50
6-20-29	65,000	Jun	65,000	650	Calif'nia Cultivator	1,000	2,000	2,000	1,000	1,000	2,000	1,000	1,000	1,000		1,000	1,000	1,000	Jun	35,000	33,000	5,000	15,000	——	.05	1.00
6-20-29	875,000	Jun	885,000	——	Capper's Farmer	5,000	14,000	17,000	127,000	10,000	494,000	105,000	40,000	21,000		2,000	2,000	2,000	Jun	88,000	35,000	6,000	7,000	——	.05	.25
6-20-29	270,000	Jun 9	345,000	——	Capper's Weekly	1,000	2,000	6,000	1,000	1,000	278,000	34,000	22,000	8,000		1,000	1,000	1,000	Jun 8	88,000	35,000	6,000	8,000	——	.05	.25
6-20-29	10,000	May 10	10,000	——	Commercial Appeal	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000		1,000	1,000	1,000	May 10	88,000	35,000	6,000	8,000	——	.05	.25
6-20-29	35,000	Jun 25	34,000	——	Constitution, Tri-Weekly	1,000	1,000	14,000	1,000	1,000	1,000	1,000	1,000	1,000		1,000	1,000	1,000	Jun 25	88,000	35,000	6,000	8,000	——	.05	.25
6-20-29	1,420,000	May	1,372,000	282,000	Country Gentleman	114,000	241,000	130,000	230,000	48,000	207,000	87,000	68,000	144,000		160,000	13,000	13,000	May	73,000	37,000	10,000	22,000	4,000	.05	.25
6-20-29	1,354,000	May	1,354,000	6,000	Country Home, The	87,000	192,000	92,000	220,000	88,000	370,000	80,000	80,000	103,000		5,000	6,000	6,000	Mar	58,000	30,000	6,000	14,000	3,000	.05	.25
6-20-29	900,000	Jun	950,000	1,000	[Dairy Farmer	6,000	30,000	7,000	67,000	6,000	260,000	11,000	7,000	12,000		100	100	100	Jun	48,000	18,000	5,000	7,000	2,000	.05	.25
6-20-29	87,000	Jun 15	91,000	50	Dakota Farmer, The						87,000			3,000		1,000	50	50	Jun 15	37,000	34,000	6,000	3,000	——	.05	1.00
6-20-29	160,000	Mar	164,000	6,000	Everybody's Poultry Magazine	6,000	13,000	7,000	32,000	4,000	15,000	8,000	1,000	2,000		1,000	1,000	1,000	Mar	37,000	30,000	6,000	10,000	2,000	.10	.50
6-20-29	30,000	Jun	30,000	——	Farm & Live Stock Record	1,000	4,000	2,000	2,000	2,000	2,000	1,000	1,000	1,000		1,000	1,000	1,000	Jun	23,000	27,000	6,000	12,000	——	.05	.50
6-20-29	136,000	May 25	141,000	100	Farm and Ranch	6,000	20,000	14,000	13,000	2,000	21,000	10,000	3,000	2,000		1,000	1,000	1,000	May 25	68,000	23,000	7,000	6,000	——	.05	——
6-20-29	202,000	Jun 20	203,000	——	Farmer and Farm Stock & Home, The			17,000			200,000			3,000		2,000	2,000	2,000	Jun 20	68,000	31,000	3,000	4,000	1,000	.05	1.00
6-20-29	45,000	Jun 15	47,000	——	Farmer & Breeder						47,000					1,000			Jun 15	61,000	28,000	6,000	7,000	——	.05	1.00
6-20-29	991,000	Jun	992,000	——	Farmer's Wife, The	22,000	176,000	64,000	208,000	64,000	384,000	21,000	14,000	8,000		656	67	67	Jun	58,000	27,000	6,000	8,000	2,000	.05	.25
6-20-29	1,112,000	Jun	1,448,000	10,000	Farm Journal	98,000	235,000	91,000	618,000	64,000	237,000	97,000	64,000	71,000		8,000	500	500	Jun	63,000	19,000	6,000	10,000	2,000	.10	.25
6-20-29	155,000	Jun 20	157,000	45	Hoard's Dairyman	2,000	15,000	5,000	31,000	5,000	80,000	5,000	4,000	5,000		800	800	800	Jun 20	41,000	21,000	5,000	10,000	2,000	.05	.25
6-20-29	30,000	May 20	30,000	——	Idaho Farmer				65		150		31,000	1,000		435	5		May 20	68,000	33,000	6,000	6,000	1,000	.05	.50
6-20-29	152,000	Jun 15	154,000	——	Illinois Farmer				152,000							2,000			Jun 15	61,000	27,000	3,000	6,000	——	.05	.25
6-20-29	162,000	Jun 20	164,000	——	Indiana Farmer's Guide				162,000	530						527			Jun 20	68,000	27,000	6,000	6,000	1,000	.05	1.00
6-20-29	172,000	Jun 20	173,000	——	Iowa Homestead				6,000		165,000					1,000	31	31	Jun 20	68,000	31,000	3,000	6,000	——	.10	1.00
6-20-29	600,000	Jun 27	670,000	——	Kansas City Star (Weekly)	99	430	500	1,000	500	300,000	143,000	16,000	1,500		66	66	66	Jun 20	71,000	19,000	4,000	4,000	——	.05	.50
6-20-29	122,000	Jun 6	121,000	——	Kansas Farmer (Mail&Breeze)				75		165,000	787	13,000	150		650	10	1	Jun 20	68,000	18,000	5,000	7,000	——	.05	1.00
6-20-29	37,000	Jun	34,000	——	Leghorn World	1,000	4,000	2,000	6,000	1,000	6,000	2,000	1,000	2,000		800	2,000	400	Jun	38,000	30,000	7,000	22,000	11,000	.10	.50
6-20-29	157,000	Jun 20	157,000	——	Michigan Farmer				150,000							800	33	6	Jun 20		30,000	10,000	2,000	1,000	.05	.50
6-20-29	26,000	Jun 15	24,000	——	Missouri Farmer	2,000	3,000	10,000	63	6,000	24,000	19,000	10,000	20,000				1,000	Jun 15	68,000	23,000	6,000	1,000	——	.05	1.00
6-20-29	143,000	Jun 15	151,000	——	Missouri Ruralist				14,000		130,000	6,000	150			500	6	1	Jun 15		67,000	10,000	6,000	2,000	.05	.50
6-20-29	30,000	Jun 15	30,000	——	Montana Farmer						811		20,000			700	52		Jun 15	19,000	10,000	10,000	10,000	——	.05	.50
6-20-29	4,000	Jun	5,000	——	National Dairy News	5	20	20	940	20	2,000	500	200	100				10	Jun	86,000	1,000	1,000	1,000	——	.05	.50
6-20-29	118,000	Jun 20	119,000	——	Nebraska Farmer						100,000		2,000			1,000		10	Jun 20	78,000	14,000	3,000	3,000	——	.05	1.00
6-20-29	80,000	May 25	91,000	20	New England Homestead	10,000										1,000	25	6	May 25	55,000	21,000	6,000	17,000	4,000	.05	1.00
6-20-29	170,000	Jun 20	175,000	——	Ohio Farmer, The		15,000	1,000	137,000	700							9	9	Jun 22	62,000	10,000	2,000	3,000	——	.05	.50
6-20-29	100,000	Jun 15	101,000	——	Oklahoma Farmer-Stockman	6,000	47,000	55,000	225,000	221,000	6,000	185,000	1,000	200			14	14	Jun 15	54,000	24,000	5,000	12,000	——	.05	.50
6-20-29	33,000	May 30	33,000	——	Oregon Farmer								300	22,000	300	6,000			May 30	46,000	22,000	5,000	6,000	2,000	.05	.50
6-20-29	110,000	May 20	110,000	——	Pacific Northwest Farm Trio				65,000		150,000		31,000	65,000	1,000	1,000	66,000										
6-20-29	50,000	Jun 20	50,000	125	Pacific Rural Press								600	68,000	500	500	30,000	100	Jun 20	52,000	24,000	7,000	15,000	——	.05	1.00
6-20-29	130,000	Jun 20	130,000	——	Pennsylvania Farmer		133,000	55,000					700	1,000	500	500	2,000	1,000	Jun 20	68,000	22,000	3,000	6,000	——	.05	.50
6-20-29	23,000	Jun	22,000	——	Plymouth Rock Monthly	1,000	3,000	1,000	4,000	500	4,000	1,000	700	1,000	500	500	2,000	1,000	Jun	25,000	28,000	6,000	21,000	16,000	.10	.50
6-20-29	10,000	Jun	10,000	2,000	Poultry Success	1,000	1,000	1,000	15,000	1,000	1,000	1,000	800	1,000	500	500	2,000	1,000	Jun	13,000	28,000	6,000	13,000	1,000	.15	.50
6-20-29	204,000	Jun	227,000	7,000	Poultry Tribune	10,000	23,000	16,000	68,000	7,000	60,000	30,000	8,000	15,000	15,000	15,000	4,000	877	Dec	48,000	31,000	6,000	20,000	7,000	.15	.50
6-20-29	250,000	Jun	250,000	——	Prairie Farmer				250,000		1,000					2,000			Dec 29	84,000	8,000	2,000	4,000	——		1.00
6-20-29	560,000	Jun 20	561,000	——	Progressive Farmer			107,000		171,000		107,000				8,000		22	Oct 27	18,000	33,000	7,000	8,000	——	.05	.50
6-20-29	32,000	Jun	30,000	——	Rhode Island Red Journal	2,000	2,000	2,000	2,000	1,000	2,000	2,000	1,000	2,000		1,000	1,000	1,000	Jun	30,000	27,000	6,000	20,000	2,000	.10	.50
6-20-29	240,000	Jun 6	238,000	65	Rural New Yorker	60,000	137,000	15,000	17,000	500	1,000	500	600	800				97	Dec 20	68,000	31,000	7,000	10,000	2,000	.05	1.00
6-20-29	120,000	Jun 20	100,000	——	Semi-Weekly Farm News							125,000	2,000			1,000			May 7	65,000	24,000	6,000	2,000	1,000	.05	1.00
6-20-29	650,000	Jun 15	650,000	——	Southern Agriculturist			227,000	8,000	273,000	2,000	130,000				1,000		27	Jun 15	18,000	24,000	7,000	10,000	1,000	.05	.50
6-20-29	300,000	May 15	300,000	——	Southern Planter			100,000		12,000						2,000	6	14	May 15	38,000	48,000	6,000	12,000	2,000	.05	.50
6-20-29	510,000	Jun 15	520,000	——	Southern Ruralist			267,000		200,000		50,000				6,000	65	67	Jun 15	48,000	32,000	7,000	10,000	——	.05	.50
6-20-29	120,000	Jun	120,000	——	Standard Poultry Journal	3,000	9,000	10,000	25,000	13,000	40,000	10,000	5,000	3,000		300	65	14	Jun	58,000	28,000	6,000	8,000	——	.05	.25
6-20-29	1,027,000	Jun	1,018,000	5,000	Successful Farming	82,000	80,000	80,000	281,000	57,000	200,000	44,000	27,000	19,000		411	300	300	Jun	43,000	36,000	6,000	16,000	——	.05	.25
6-20-29	19,000	Jun 20	19,000	——	Utah Farmer								19,000			154	13	6	Jun 20	38,000	22,000	20,000	14,000	2,000	——	.50
6-20-29	120,000	Jun 20	121,000	——	[Wallaces' Farmer				8,000		110,000					6,000	30	17	Nov 9	78,000	13,000	3,000	4,000	——	.05	1.00
6-20-29	80,000	May 20	80,000	——	Washington Farmer								500	1,000		675	30		May 20	68,000	27,000	6,000	6,000	1,000	.05	.50
6-20-29	85,000	Jun	84,000	——	Waverly Poultry Trio	4,000	9,000	8,000	16,000	3,000	10,000	8,000	4,000	5,000		2,000	6,000	1,000	May 10	38,000	41,000	11,000	15,000	.50	.05	1.00
6-20-29	85,000	Jun 15	90,000	——	Western Farm Life						14,000		75,000			500	6	2								
6-20-29	163,000	Jun 20	164,000	——	Wisconsin Agriculturist & Farmer				102,000		500					1,000	14	6	Jun 20	58,000	6,000	1,000	3,000	——	.05	1.00
6-20-29	11,000	Jun	9,000	——	Wyandotte Herald	500	851	600	1,000	200	2,000	797	342	342		902	700	65	Jun	38,000	23,000	7,000	20,000	17,000	.10	.50

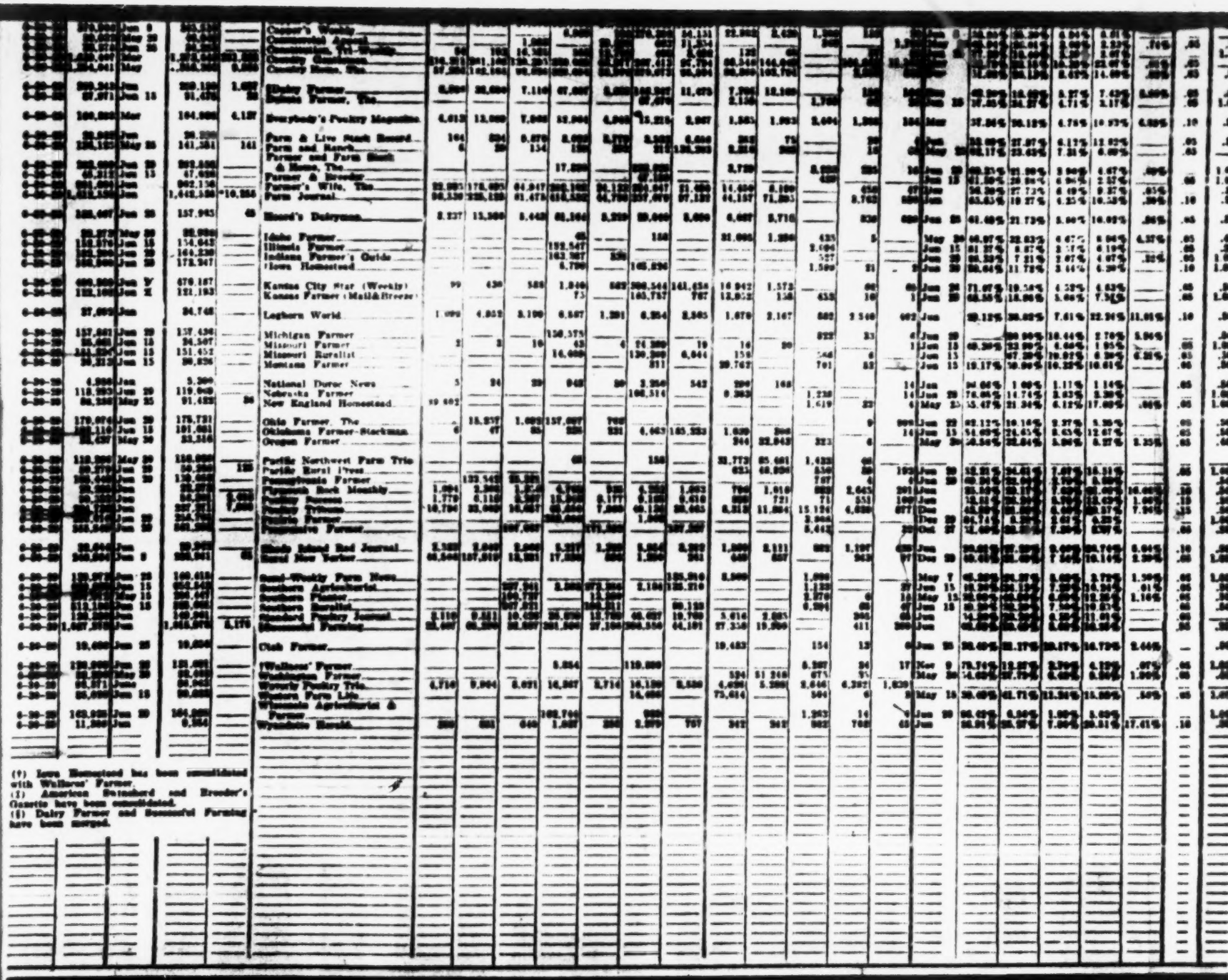
(f) Iowa Homestead has been consolidated with Wallaces' Farmer.
(j) American Beekeeper and Breeder's Gazette have been consolidated.
(l) Dairy Farmer and Successful Farming have been merged.

POULTRY TRIBUNE

National Advertisers Are Finding This 300,000 Circulation Profitable

Balsam Wool, Chevrolet, Celotex, Delco Light and Insulite are but a few of the national advertisers that are using Poul-

By linking up their products to the specific needs of the poultryman, these advertisers are cashing in on the one and



(†) Iowa Homestead has been consolidated with Wallaces' Farmer.
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(§) Dairy Farmer and Successful Farming have been merged.

POULTRY TRIBUNE

More Than

300,000

copies monthly in 1930

Read by real farmers and their wives to increase their poultry profits.

POULTRY TRIBUNE COMPANY
MOUNT MORRIS, ILLINOIS

National Advertisers Are Finding This 300,000 Circulation Profitable

Balsam Wool, Chevrolet, Celotex, Delco Light and Insulite are but a few of the national advertisers that are using Poultry Tribune. They have found over three hundred thousand buyers of farm and home needs who have a "better than average" income.

By linking up their products to the specific needs of the poultryman, these advertisers are cashing in on the one and one-half billion dollar income of the poultry industry. They all selected Poultry Tribune to carry their message, because it is

THE LEADING POULTRY PAPER

Poultry Tribune carried 33% more paid advertising during the twelve months of 1929, than did the second poultry paper. This leadership has been achieved because of the splendid results obtained for advertisers who use its columns.

New York—Billingsley & Kane
101 Park Ave., Caledonia 6097

Chicago, Ill.—J. C. Billingsley, Inc.
123 W. Madison St., Central 8065

127-131 Exhibits 38, 39 and 40, being pages from Standard Rate and Data Service publication of February, 1931, contain the same information covering June 30, 1930; were identified and admitted and read in evidence over objections and exceptions by the plaintiff. Said exhibits were as follows:

THE AGRICULTURAL SECTION

This section includes general agricultural papers, fruit, dairy, livestock, bee, poultry, etc. For the convenience of subscribers in selecting media in this section the publications are classified below

GENERAL

Agricultural College Magazines Associated
Agricultural Readers' Digest
Agricultural News
Agriculture Review
Alberta Farmer & Calgary Weekly Herald (Canada)
Alberta Farm Journal (Canada)
American Agriculturist
American Farming
Arkansas Farmer
Associated Farm Papers

Better Crops with Plant Food
Bureau Farmer

California Cultivator
Canadian Cutlost (Canada)
Canadian Ayrshire Review (Canada)
Canadian Countryman (Canada)
Canadian Horticulturist (Canada)
Capper's Farmer
Co-operative Farmer
Country Gentleman
Country Guide (Canada)
Country Home, The
Country Life in B. C. (Canada)

Dakota Farmer

Family Herald and Weekly Star (Canada)
Farm and Garden Magazine
Farm and Live Stock Record
Farm and Market Journal
Farm and Ranch
Farm and Ranch Review (Canada)
Farm Journal
Farmer and Farm, Stock and Home
Farmer and Feeder
Farmer and Stockman
Farmer's Advocate and Home Magazine (Canada)
Farmer's Exchange
Farmer's Home Journal
Farmer's Sun (Canada)
Farmer's Telegram
Farmer's Weekly Review
Farmer's Wife
Fletcher's State Rights Farming
Florida Farm & Grove
Florida Farmer
Florida Grower
Free Press Prairie Farmer (Canada)
Friendly Farmer
Garden State Farmer
Harrison's Home Farmer
Idaho Farmer
Indiana Farmer's Guide, The
Iowa Farmer & Corn Belt Farmer
Island Farmer (Canada)
Journal of Agriculture and Horticulture (Canada)
Judith Basin Farmer
Kansas Farmer (Mail & Breeze)
Kernel, The
Maritime Farmer and Co-operative Dairyman (Canada)
Maryland Farmer
Michigan Farmer
Michigan Patron
Missouri Farmer
Missouri Ruralist
Modern Agriculture
Montana Farmer
National Farm News
National Wool Grower
Nebraska Farmer
New England Homestead
Northwestern Farmer and Rancher
Nor-West Farmer, The (Canada)
Ohio Farm Bureau News
Ohio Farmer
Oklahoma Farmer-Stockman
Ontario Farmer (Canada)
Oregon Farmer
Ottawa Farm Journal (Canada)
Pacific Northwest Farm Trio
Pacific Rural Press
Pennsylvania Farmer
Prairie Farmer
Progressive Farmer and Southern Ruralist
Rocky Mountain Husbandman
Rural New Yorker

Saskatchewan Farmer (Canada)
Scientific Farmer
Scoop Shovel (Canada)
Sheep and Goat Raisers' Magazine
Southern Agriculturist
Southern Cultivator
Southern Planter
Southwest Plainsman
Southwestern Stockman-Farmer
Standard Farm Field—Ralston Color Inserts
Standard Farm Paper Unit
Successful Farming

Terre de Chez Nous, La (Canada)
Texas Southwest Farmer

U. F. A. (The) (Canada)
Utah Farmer

Valley Farmer

Wallaces' Farmer and Iowa Homestead
Washington Farmer
Western Farmer (Canada)
Western Farm Life
Western Livestock Journal
Western Producer (Canada)
Wisconsin Agriculturist and Farmer
Wisconsin Homestead
Witmark's Canadian Homestead (Canada)
Women's Farm Journal
Wyoming Stockman Farmer

DAIRY—See also "Milk & Milk Products" in Business Papers Section

Ayrshire Digest
Canadian Dairyman
Dixie Farm Leader
Dairyman's Journal
Dairyman's Market Review
Dairymen's League News
Dairymen's Price Reporter
Dairy Tribune
Dixie Dairies
Farm and Dairy
Farm and Dairy (Canada)
Federation Guide and Market News
Goat World
Hoard's Dairyman
Interstate Milk Producers Review
Michigan Milk Messenger
New England Dairyman
Northwest Dairyman and Farmer
Southern Dairyman
Standard Dairy Publications
Stock and Dairy Farmer
Vermont Dairy News

FRUIT—See also "Fruit" in Business Papers Section

American Fruit Grower
Better Fruit Magazine
California Citograph
Citrus Industry
Citrus Leaves
Fruits and Gardens
Grape Belt & Chautauqua Farmer
Mission Times
Northwest Fruit Grower
Pacific Rural Press
Scald-Sweet Chronicle
Sunsweet Standard

LIVE STOCK (General)

Arizona Cattleman and Farmer
Breeder's Gazette
Cattleman
Corn Belt Dailies
Daily Drovers Journal
Daily Drovers Telegram
Daily Journal Stockman
Daily Live Stock Reporter
Live Stock Markets
Live Stock Record
National Live Stock Producer
Producer, The (Denver)
Southeast Livestock
Stock Yards Journal
Western Breeders Journal

BREED PUBLICATIONS
(Live Stock)

Aberdeen-Angus Journal
American Hampshire Herdsman
American Hereford Journal
American Sheep Breeder
Ayrshire Digest
Chester White Journal
Chester White World
Duroc Journal Bulletin
Duroc Sentinel
Guernsey Breeders' Journal
Holstein Breeder and Dairyman
Holstein-Friesian World
Jersey Bulletin and Dairy World
National Duroc News
Poland China Advocate
Poland China Journal
Shorthorn World and Farm Magazine
Spotted Poland China Digest
Standard Breed Publications
Swine World
Weekly Live Stock Reporter

POULTRY—See also "Poultry and Poultry Products" in Business Papers Section

American Poultry Journal
American Rabbit & Poultry Journal
Arizona World
Baby Chick, The
Bantam World
Canad. Aviculturist (Canada)
Canadian Poultry Review (Canada)
Canadian Poultry World (Canada)
Dalton's Poultry Journal
Dixie Poultry Journal
Eastern Kansas Poultry News
Eggs—The National Poultryman
Everybody's Poultry Magazine
Hatchery News
Hatchery Tribune
Inland Poultry Journal
International Baby Chick News
Leghorn World
Missouri Valley Poultry and Dairy Farmer
Modern Poultry Breeder
National Barred Rock (Poultry) Journal
National Poultry Journal
New England Poultryman
Northwest Poultry Journal and the Pacific Homestead
"OK" Poultry Culture
Pacific Poultryman
Plymouth Rock Monthly
Poultry Craftsman and Breeder
Poultry Digest
Poultry Herald
Poultry Item
Poultry Keeper
Poultry News
Poultry Press
Poultry Success
Poultry Tribune
Reliable Poultry Journal
Rhode Island Red Journal
Southwestern Poultry Journal
Standard Poultry Journal
Turkey World
Wallaces'
Waverly Poultry Trio
Wyandotte Herald

PIGEONS & PET STOCK

American Pigeon Journal
American Pigeon Keeper
Small Stock Magazine

BEE

American Bee Journal
Beekeeper, The (Canada)
Gleanings in Bee Culture

FARM NEWSPAPERS

Arkansas Gazette
Capper's Weekly
Cloverleaf American Review
Farmers' Weekly La Presse (Canada)
Farmer's Weekly La Presse and Agricultural Magazine (Canada)
Kansas City Star Weekly
Semi-Weekly Farm News
Southern Farmer
Wichita Daily Stockman

FARM PAPERS IN FOREIGN LANGUAGE (except Canadian) appear in Foreign Language Section

Bulletin de la Ferme, Le (French) (Canada)
Bulletin des Agriculteurs, Le (French) (Canada)
Voix du Sol, La (Canada)

SPECIALIZED FARMING—See also "Grain" and "Milling, Flour, Feed and Cereal" in Business Papers Section

Burley Tobacco Bulletin & Poultry Planter
Cotton News
Cotton Planter
Diamond Walnut News
Mountain States Beet Grower
Oklahoma Cotton Grower
Western Irrigation
Wheat Grower
Wheat Growers Journal

FARM PRODUCE—See also "Produce" in Business Papers Section

Market Growers Journal

FARM PUBLICATIONS ISSUED BY COLLEGES

Poultry Science

POWER FARMING—See also "Farm Implements" in Business Papers Section

Agricultural Engineering
American Thresherman
Better Farm Equipment and Methods
Electricity on the Farm
Farm Mechanics

CO-OPERATIVE

Farmers Union Herald

FARMER'S ASSOCIATIONS

Arizona Producer
Arkansas Union Farmer
California Counties Farm Bureau Monthlies
Equity News
Equity Union Exchange
Erie County Farm & Home Bureau News
Farm Bureau News
Grange News
Hoosier Farmer
Kansas Grange Monthly
Kansas Union Farmer
Michigan County Farm Bureau Bulletin
Minnesota Farm News
Mid-South Cotton Association News
Minnesota Leader
Missouri Farm Bureau News
National Grange Monthly
New State, The
Ohio State Grange Monthly
Oklahoma Union Farmer
Pennsylvania Grange News
Spokane County News
Stevens County Farm News
Tennessee Farm Bureau News
Texas Co-operative News
Virginia Union Farmer
West Virginia Farm News

AGRICULTURAL PAPERS CLASSIFIED ACCORDING TO STATES

ALABAMA
Cotton Planter
Progressive Farmer and Southern Ruralist
Southern Farmer

ARIZONA
Arizona Cattleman and Farmer
Arizona Producer

ARKANSAS
Arkansas Farmer
Arkansas Gazette
Arkansas Union Farmer
Dixie Dairies

CALIFORNIA
Agricultural News
California Citrograph
Calif. Counties Farm Bureau Mo.
California Cultivator
California Dairyman
Citrus Leaves
Diamond Walnut News
Eggs—The National Poultryman
Farm and Garden Magazine
Pacific Rural Press
Poultry Craftsman and Breeder
Poultry Digest
Runsweet Standard
Western Irrigation
Western Livestock Journal

COLORADO
Mountain States Beet Grower
Producer
Western Farm Life

DISTRICT OF COLUMBIA
National Farm News
National Poultry Journal
American Sheep Breeder
Baby Chick, The
Breeder's Gazette
Dairy Drovers Journal
Daily Livestock Reporter
Dairy Farm Leader
Dairyman's Journal
Dairy Tribune
Equity Union Exchange
Farm Mechanics
Farmer's Weekly Review
Friendly Farmer
Hatchery Tribune
Live Stock Markets
McHenry County Farm Bureau Bulletin
National Duroc News
National Live Stock Producer
Poultry Keeper
Poultry Tribune
Prairie Farmer
Shorthorn World and Farm Magazine
Standard Dairy Publications
Turkey World

INDIANA
Bureau Farmer
Chester White Journal
Farmer's Exchange
Goat World
Hoosier Farmer
Indiana Farmer's Guide, The
Inland Poultry Journal
Jersey Bulletin and Dairy World
Poland China Advocate
Woman's Farm Journal

IOWA
Aberdeen-Angus Journal
Chester White World
Duroc Journal Bulletin
Duroc Sentinel
[illegible] Farmer

KENTUCKY
Farmers Home Journal
Market Growers Journal

LOUISIANA
Southern Dairyman

MARYLAND
Maryland Farmer

MASSACHUSETTS
National Grange Monthly
New England Dairyman
New England Homestead
New England Poultryman

MICHIGAN
Agricultural Engineering
Fruits and Gardens
Michigan Farm News
Michigan Farmer
Michigan Milk Messenger
Michigan Patron
Modern Poultry Breeder
National Barred Rock (Poultry) Journal
National Gleaner Forum

MINNESOTA
American Rabbit & Poultry Journal
Cloverleaf American Review
Farmer and Farm, Stock and Home
Farmers Union Herald
Farmer's Wife
Minnesota Leader
Poultry Herald
Stock and Dairy Farmer

MISSOURI
Agricultural Review
American Hereford Journal
American Pigeon Journal
Better Farm Equipment and Methods

NEBRASKA
Daily Journal Stockman
Nebraska Farmer
New State, The

NEW HAMPSHIRE
Guernsey Breeders' Journal

NEW JERSEY
Garden State Farmer

NEW YORK
American Agriculturist
Arizona World
Bantam World
Better Crops with Plant Food
Country Home, The
Dairymen's League News
Electricity on the Farm
Erie County Farm and Home Bureau News
Grape Belt & Chautauqua Farmer
Hatchery News
Holstein-Friesian World
Rural New Yorker

NORTH DAKOTA
Wheat Grower

OHIO
Dairymen's Monthly Review
Farm and Dairy
Gleanings in Bee Culture
Ohio Farm Bureau News
Ohio Farmer
Ohio State Grange Monthly
Poultry Success
Reliable Poultry Journal

OKLAHOMA
Dalton's Poultry Journal
Oklahoma Cotton Grower
Oklahoma Farmer-Stockman
Oklahoma Union Farmer

SOUTH CAROLINA
Cotton News

SOUTH DAKOTA
Dakota Farmer

TENNESSEE
Burley Tobacco Bulletin and Poultry Planter
Dixie Poultry Journal
Mid-South Cotton Assn News
Southern Agriculturist
Tennessee Farm Bureau News

TEXAS
Cattleman
Farm and Ranch
Fletcher's State Rights Farming
Mission Times
Poultry News
Semi-Weekly Farm News
Sheep & Goat Raisers' Magazine
Southwestern Farmer-Stockman
Southwestern Poultry Journal
Southwest Plainsman
Texas Co-operative News
Texas Southwest Farmer
Valley Farmer
Weekly Live Stock Reporter

UTAH
National Wool Grower
Utah Farmer

VERMONT
Ayrshire Digest
Vermont Dairy News

VIRGINIA
Southern Planter
Virginia Union Farmer

WASHINGTON
Farm and Market Journal
Farm Bureau News
Wisconsin Agriculturist & Farmer
Wisconsin Homestead

WYOMING
Northwestern Farmer and Rancher
Wyoming Stockman Farmer

CANADA

ALBERTA
Alberta Farmer and Calgary Weekly Herald
Alberta Farm Journal
Farm and Ranch Review
U. F. A. (The)
Western Farmer

BRITISH COLUMBIA
Country Life in B. C.

MANITOBA
Country Guide
Free Press Prairie Farmer
Nor-West Farmer, The
Scoop Shovel

NEW BRUNSWICK
Maritime Farmer & Co-operative Dairyman

ONTARIO
Beekeeper, The
Canadian Cutlost
Canadian Ayrshire Review
Canadian Countryman
Canadian Horticulturist
Canadian Poultry Journal
Canadian Poultry Review
Farm and Dairy
Farmer's Advocate and Home Magazine
Farmers' Sun
Ontario Farmer
Ottawa Farm Journal

EXHIBIT No. 128
Walter H. Carpenter Reporter

- California Cultivator
- Canadian Outlook (Canada)
- Canadian Ayrshire Review (Canada)
- Canadian Countryman (Canada)
- Canadian Horticulturist (Canada)
- Capper's Farmer
- Co-operative Farmer
- Country Gentleman
- Country Guide (Canada)
- Country Home, The
- Country Life in B. C. (Canada)
- Dakota Farmer
- Family Herald and Weekly Star (Canada)
- Farm and Garden Magazine
- Farm and Live Stock Record
- Farm and Market Journal
- Farm and Ranch
- Farm and Ranch Review (Canada)
- Farm Journal
- Farmer and Farm, Stock and Home
- Farmer and Feeder
- Farmer and Stockman
- Farmer's Advocate and Home Magazine (Canada)
- Farmer's Exchange
- Farmer's Home Journal
- Farmer's Sun (Canada)
- Farmer's Telegram
- Farmer's Weekly Review
- Farmer's Wife
- Fletcher's State Rights Farming
- Florida Farm & Grove
- Florida Farmer
- Florida Grower
- Free Press Prairie Farmer (Canada)
- Friendly Farmer
- Garden State Farmer
- Harrison's Home Farmer
- Idaho Farmer
- Indiana Farmer's Guide, The
- Iowa Farmer & Corn Belt Farmer
- Island Farmer (Canada)
- Journal of Agriculture and Horticulture (Canada)
- Judith Basin Farmer
- Kansas Farmer (Mail & Breeze)
- Kernel, The
- Maritime Farmer and Co-operative Dairyman (Canada)
- Maryland Farmer
- Michigan Farmer
- Michigan Patron
- Missouri Farmer
- Missouri Ruralist
- Modern Agriculture
- Pennsylvania Farmer
- Prairie Farmer
- Progressive Farmer and Southern Ruralist
- Rocky Mountain Husbandman
- Rural New Yorker
- Saskatchewan Farmer (Canada)
- Scientific Farmer
- Scoop Shovel (Canada)
- Sheep and Goat Raisers' Magazine
- Southern Agriculturist
- Southern Cultivator
- Southern Planter
- Southwest Plainsman
- Southwestern Stockman-Farmer
- Standard Farm Field—Ralston Color Inserts
- Standard Farm Paper Unit
- Successful Farming
- Terre de Chez Nous, La (Canada)
- Texas Southwest Farmer
- U F A (The) (Canada)
- Utah Farmer
- Valley Farmer
- Wallaces' Farmer and Iowa Homestead
- Washington Farmer
- Western Farmer (Canada)
- Western Farm Life
- Western Livestock Journal
- Western Producer (Canada)
- Wisconsin Agriculturist and Farmer
- Wisconsin Homestead
- Witness & Canadian Homestead (Canada)
- Wolga's Farm Journal
- Wyoming Stockman Farmer

DAIRY—See also "Milk & Milk Products" in Business Papers Section

- Agriculturist
- California Dairyman
- Dairy Farm Leader
- Dairyman's Journal
- Dairymen's Monthly Review
- Dairymen's League News
- Dairyman's Price Reporter
- Dairy Tribune
- Dixie Dairies
- Farm and Dairy
- Farm and Dairy (Canada)
- Federation Guide and Market News
- Goat World
- Hoard's Dairyman
- Interstate Milk Producers Review
- Michigan Milk Messenger
- New England Dairyman
- Northwest Dairyman and Farmer
- Mission Times
- Northwest Fruit Grower
- Rural Sweet Chronicle
- Sunsweet Standard

LIVE STOCK (General)

- Arizona Cattleman and Farmer
- Breeder's Gazette
- Cattleman
- Corn Belt Dailies
  - Daily Drovers Journal
  - Daily Drovers Telegram
  - Daily Journal Stockman
  - Daily Live Stock Reporter
- Live Stock Markets
- Live Stock Record
- National Live Stock Producer
- Producer, The (Denver)
- Southwest Livestock
- Stock Yards Journal
- Western Breeders Journal

BREED PUBLICATIONS (Live Stock)

- Aberdeen Angus Journal
- American Hampshire Herdsman
- American Hereford Journal
- American Sheep Breeder
- Ayrshire Digest
- Chester White Journal
- Chester White World
- Duroc Journal Bulletin
- Duroc Sentinel
- Guernsey Breeders' Journal
- Holstein Breeder and Dairyman
- Holstein Friesian World
- Jersey Bulletin and Dairy World
- National Duroc News
- Poland China Advocate
- Poland China Journal
- Shorthorn World and Farm Magazine
- Spotted Poland China Digest
- Standard Bred Publications
- Swine World
- Weekly Live Stock Reporter

POULTRY—See also "Poultry and Poultry Products" in Business Papers Section

- American Poultry Journal
- American Rabbit & Poultry Journal
- Aroma World
- Baby Chick, The
- Bantam World
- Canada Article, Le (Canada)
- Canadian Poultry Review (Canada)
- New England Poultryman
- Northwest Poultry Journal and the Pacific Homestead
- "OK" Poultry Culture
- Pacific Poultryman
- Plymouth Rock Monthly
- Poultry Craftsman and Breeder
- Poultry Digest
- Poultry Herald
- Poultry Item
- Poultry Keeper
- Poultry News
- Poultry Press
- Poultry Success
- Poultry Tribune
- Reliable Poultry Journal
- Rhode Island Red Journal
- Southwestern Poultry Journal
- Standard Poultry Journal
- Turkey World
- Washington
- Waverly Poultry Trio
- Wyandotte Herald

PIGEONS & PET STOCK

- American Pigeon Journal
- American Pigeon Keeper
- Small Stock Magazine

BEE

- American Bee Journal
- Beekeeper, The (Canada)
- Gleanings in Bee Culture

FARM NEWSPAPERS

- Arkansas Gazette
- Capper's Weekly
- Cloverleaf American-Review
- Farmers Weekly La Patrie (Canada)
- Farmer's Weekly La Presse and Agricultural Magazine (Canada)
- Kansas City Star Weekly
- Semi-Weekly Farm News
- Southern Farmer
- Wichita Daily Stockman

FARM PAPERS IN FOREIGN LANGUAGE (except Canadian) appear in Foreign Language Section

- Bulletin de la Ferme, Le (French) (Canada)
- Bulletin des Agriculteurs, Le (French) (Canada)
- Voix du Sol, La (Canada)

FARM PRODUCE—See also "Produce" in Business Papers Section

- Market Growers Journal

FARM PUBLICATIONS ISSUED BY COLLEGES

- Poultry Science

POWER FARMING—See also "Farm Implements" in Business Papers Section

- Agricultural Engineering
- American Thresherman
- Better Farm Equipment and Methods
- Electricity on the Farm
- Farm Mechanics

CO-OPERATIVE

- Farmers Union Herald

FARMER'S ASSOCIATIONS

- Arizona Producer
- Arkansas Union Farmer
- California Counties Farm Bureau Monthlies
- Equity News
- Equity Union Exchange
- Erie County Farm & Home Bureau News
- Farm Bureau News
- Grange News
- Hoosier Farmer
- Kansas Grange Monthly
- Kansas Union Farmer
- Michigan County Farm Bureau Bulletin
- Michigan Farm News
- Mid South Cotton Association News
- Minnesota Leader
- Missouri Farm Bureau News
- National Gleaner Farm
- National Grange Monthly
- New State, The
- Ohio State Grange Monthly
- Oklahoma Union Farmer
- Pennsylvania Grange News
- Spokane County News
- Stevens County Farm News
- Tennessee Farm Bureau News
- Texas Co-operative News
- Virginia Union Farmer
- West Virginia Farm News

EXHIBIT
Walter H. Carpenter
REPORTER

AGRICULTURAL PAPERS CLASSIFIED ACCORDING TO STATES

ALABAMA
- Cotton Planter
- Progressive Farmer and Southern Ruralist
- Southern Farmer

ARIZONA
- Arizona Cattleman and Farmer
- Arizona Producer

ARKANSAS
- Arkansas Farmer
- Arkansas Gazette
- Arkansas Union Farmer
- Dixie Dairies

CALIFORNIA
- Agricultural News
- California Citrograph
- Calif. Counties Farm Bureau Mo.
- California Cultivator
- California Dairyman
- Citrus Leaves
- Diamond Walnut News
- Eggs—The National Poultryman
- Farm and Garden Magazine
- Pacific Rural Press
- Poultry Craftsman and Breeder
- Poultry Digest
- Sunsweet Standard
- Western Irrigation
- Western Livestock Journal

COLORADO
- Mountain States Beet Grower
- Producer
- Western Farm Life

DISTRICT OF COLUMBIA
- National Farm News
- National Poultry Journal

FLORIDA
- Citrus Industry
- Farm and Live Stock Record
- Florida Farm & Grove
- Florida Farmer
- Florida Grower
- Gold-Sweet Chronicle

GEORGIA
- Southeast Livestock
- Southern Cultivator

IDAHO
- Idaho Farmer

ILLINOIS
- Agricultural Leaders' Digest
- American Bee Journal
- American Farming
- American Fruit Grower
- American Hampshire Herdsman
- American Pigeon Keeper
- American Poultry Journal
- American Sheep Breeder
- Baby Chick, The
- Breeder's Gazette
- Daily Drovers Journal
- Daily Livestock Reporter
- Dairy Farm Leader
- Dairyman's Journal
- Dairy Tribune
- Equity Union Exchange
- Farm Mechanics
- Farmer's Weekly Review
- Friendly Farmer
- Hatchery Tribune
- Live Stock Markets
- McHenry County Farm Bureau Bulletin
- National Duroc News
- National Live Stock Producer
- Poultry Keeper
- Poultry Tribune
- Prairie Farmer
- Shorthorn World and Farm Magazine
- Standard Dairy Publications
- Turkey World

INDIANA
- Bureau Farmer
- Chester White Journal
- Farmer's Exchange
- Goat World
- Hoosier Farmer
- Indiana Farmer's Guide, The
- Inland Poultry Journal
- Jersey Bulletin and Dairy World
- Poland China Advocate
- Women's Farm Journal

IOWA
- Aberdeen-Angus Journal
- Chester White World
- Duroc Journal Bulletin
- Duroc Sentinel
- Harrison's Home Farmer
- Iowa Farmer & Corn Belt Farmer
- Leghorn World
- Live Stock Record
- Modern Agriculture
- Plymouth Rock Monthly
- Rhode Island Red Journal
- Small Stock Magazine
- Swine World
- Successful Farming
- Wallaces' Farmer and Iowa Homestead
- Waverly Poultry Trio
- Wyandotte Herald

KANSAS
- Capper's Farmer
- Capper's Weekly
- Eastern Kansas Poultry News
- Kansas Farmer (Mail & Breeze)
- Kansas Grange Monthly
- Kansas Union Farmer
- Wichita Daily Stockman

KENTUCKY
- Farmers Home Journal
- Market Growers' Journal

LOUISIANA
- Southern Dairyman

MARYLAND
- Maryland Farmer

MASSACHUSETTS
- National Grange Monthly
- New England Dairyman
- New England Homestead
- New England Poultryman

MICHIGAN
- Agricultural Engineering
- Fruits and Gardens
- Michigan Farm News
- Michigan Farmer
- Michigan Milk Messenger
- Michigan Patron
- Modern Poultry Breeder
- National Barred Rock (Poultry) Journal
- National Gleaner Forum

MINNESOTA
- American Rabbit & Poultry Journal
- Cloverleaf American-Review
- Farmer and Farm, Stock and Home
- Farmers Union Herald
- Farmer's Wife
- Minnesota Leader
- Poultry Herald
- Stock and Dairy Farmer

MISSOURI
- Agricultural Review
- American Hereford Journal
- American Pigeon Journal
- Better Farm Equipment and Methods
- Co-operative Farmer
- Daily Drover's Telegram
- Farmer and Stockman
- International Baby Chick News
- Kansas City Star-Weekly
- Kernel, The
- Missouri Farm Bureau News
- Missouri Farmer
- Missouri Ruralist
- Missouri Valley Poultry and Dairy Farmer
- Poland China Journal
- Spotted Poland China Digest
- Standard Poultry Journal
- Stock Yards Journal
- Wheat Growers' Journal

MONTANA
- Judith Basin Farmer
- Montana Farmer
- Rocky Mountain Husbandman
- Scientific Farmer

NEBRASKA
- Daily Journal Stockman
- Nebraska Farmer
- New State, The

NEW HAMPSHIRE
- Guernsey Breeders' Journal

NEW JERSEY
- Garden State Farmer

NEW YORK
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- Bantam World
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- Country Home, The
- Dairymen's League News
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- Hatchery News
- Holstein-Friesian World
- Rural New Yorker

NORTH DAKOTA
- Wheat Grower

OHIO
- Dairymac's Monthly Review
- Farm and Dairy
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- Ohio Farmer
- Ohio State Grange Monthly
- Poultry Success
- Reliable Poultry Journal

OKLAHOMA
- Dalton's Poultry Journal
- Oklahoma Cotton Grower
- Oklahoma Farmer-Stockman
- Oklahoma Union Farmer
- "OK" Poultry Culture

OREGON
- Angora Journal
- Better Fruit Magazine
- Northwest Poultry Journal and the Pacific Homestead
- Oregon Farmer
- Western Breeder's Journal

PENNSYLVANIA
- Country Gentleman
- Dairymen's Price Reporter
- Everybody's Poultry Magazine
- Farm Journal
- Holstein Breeder and Dairyman
- Interstate Milk Producers Review
- Pennsylvania Farmer
- Pennsylvania Grange News
- Poultry Item
- Poultry Press

SOUTH CAROLINA
- Cotton News

SOUTH DAKOTA
- Dakota Farmer

TENNESSEE
- Burley Tobacco Bulletin and Poultry Fancier
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- Southern Agriculturist
- Tennessee Farm Bureau News

TEXAS
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- Fletcher's State Rights Farming
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- Southwestern Farmer-Stockman
- Southwestern Poultry Journal
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- Texas Southwest Farmer
- Valley Farmer
- Weekly Live Stock Reporter

UTAH
- National Wool Grower
- Utah Farmer

VERMONT
- Ayrshire Digest
- Vermont Dairy News

VIRGINIA
- Southern Planter
- Virginia Union Farmer

WASHINGTON
- Farm and Market Journal
- Farm Bureau News
- Grange News
- Northwest Dairyman and Farmer
- Northwest Fruit Grower
- Pacific Poultryman
- Spokane County News
- Stevens County Farm News
- Washington
- Washington Farmer

WEST VIRGINIA
- West Virginia Farm News

WISCONSIN
- American Thresherman
- Equity News
- Farmer and Feeder
- Farmers Telegram
- Federation Guide and Market News
- Hoard's Dairyman
- Martin Hull's Farm News
- Wisconsin Agriculturist
- Wisconsin Homestead

WYOMING
- Northwestern Farmer and Rancher
- Wyoming Stockman Farmer

CANADA

ALBERTA
- Alberta Farmer and Calgary Weekly Herald
- Alberta Farm Journal
- Farm and Ranch Review
- U F A (The)
- Western Farmer

BRITISH COLUMBIA
- Country Life in B. C.

MANITOBA
- Country Guide
- Free Press Prairie Farmer
- Nor' West Farmer, The
- Scoop Shovel

NEW BRUNSWICK
- Maritime Farmer & Co-operative Dairyman

ONTARIO
- Beekeeper, The
- Canadian Outlook
- Canadian Ayrshire Review
- Canadian Countryman
- Canadian Horticulturist
- Canadian Poultry Journal
- Canadian Poultry Review
- Farm and Dairy
- Farmer's Advocate and Home Magazine
- Farmers' Sun
- Ontario Farmer
- Ottawa Farm Journal
- Voix du Sol, La

PRINCE EDWARD ISLAND
- Island Farmer, The

QUEBEC
- Bulletin de la Ferme, Le (French)
- Bulletin des Agriculteurs, Le (French)
- Canada Avicole, Le
- Family Herald & Weekly Star
- Farmer's Weekly La Patrie
- Farmer's Weekly La Presse and Agricultural Magazine (Canada)
- Journal of Agriculture and Horticulture
- Terre de Chez Nous, Le
- Witness and Canadian Homestead

SASKATCHEWAN
- Saskatchewan Farmer
- Western Producer

Period Ending	Net Paid Average	Distrib. Taken from Issue of	Total Net Paid of Distribution		New England States					Name of Publication Listing Only Papers Which Are Members of A. B. C.	Middle Atlantic States			South Atlantic States							East North Central			
			Mail	Newsdlr.	Me.	N.H.	Vt.	Mass.	R.I.	Conn.		N.Y.	N.J.	Pa.	Dela.	Md.	D.C.	Va.	W. Va.	N.C.	S.C.	Ga.	Fla.	Ohio	Ind.	Ill.	Mich.
6-30-30	169000	Jun 30	166007		337	738	5402	3131	85	6306	American Agriculturist	116059	11939	13954	1674	3000											
											American Farming (A. B. C. Applicant)																
6-30-30	264231	Jun	253931		2810	2000	3671	11020	1302	3502	American Fruit Grower	19000	451	27200	660	6055	206	2776	2264	2022	825	870	6750	13167	7870	14000	17000
6-30-30	313516	Jun	322272	*4000	2220	1304	903	3001	370	1614	American Poultry Journal	12401	3374	14007	335	2003	165	4793	4450	7725	4822	13004	6000	14004	10531	11003
6-30-30	63000	Jun 15	73680								Arkansas Farmer	6	2	3			2	1	3				1	2	10	24	15
6-30-30	130070	Jun	125071	135	645	2554	260	736	125	280	Breeder's Gazette	2779	630	4200	90	1186	75	1910	1517	1182	286	760	307	17681	7130	10319	6700
											California Cultivator																
6-30-30	47972	Jun 26	48010								Capper's Farmer	7027	500	4304	405	2070	143	3014	1580	2700	302	754	1250	13616	31329	51207	10503
6-30-30	927441	Jun	937441		562	273	573	560	136	302	Capper's Weekly															6035	
6-30-30	35 2107	Mar 30	351161								Country Gentleman	[illegible]	363.1[illegible]	109713	3500	13850	3100	28417	10001	23000	9000	13320	14722	96007	57165	104012	60017
6-30-30	1701309	Mar	1674048	363035	23740	11007	11070	42377	4575	16734	Country Home, The	[illegible]	[illegible]	101019	1933	10147	1278	17434	17402	10250	4405	[illegible]	7219	101743	[illegible]	94613	61731
6-30-30	1483130	Feb	1402241	17117	13633	8000	10692	19681	1641	11677	Dakota Farmer, The																
6-30-30	90203	Jun 15	92511								Everybody's Poultry Magazine	6812	1473	8313	167	1161	75	1371	1649	2402	2073	3740	1340	3894	12686	8153	9547
6-30-30	117313	Mar	115500	2500	1212	304	290	1573	249	1047	Farm & Live Stock Record	179	71	491	13	39	4	64	555	229	576	1167	4227	1530	831	517	451
6-30-30	24000	Jun	25502		13	7	17	22	47	33	Farm and Ranch	16	2	12		5	9	8	5	28	13	47	32	19	20	56	32
6-30-30	1440000	Jun 7	1418078	161		1				7	Farmer & Farm, Stock & Home																
6-30-30	279133	Jun 29	270052								Farmer's Wife	9203	12293	87039	2367	10123	621	11576	14002	10772	21360	16120	8065	70082	27111	49274	58227
6-30-30	9 38865	Jun	9547 15		6836	2884	9700	2897	3531	6737	Farm Journal	99189	97215	114621	6119	14702	750	22747	13011	10418	7302	14129	27965	110746	76660	82284	79096
6-30-30	1517000	Jun	1539480	*5000	21632	10223	14716	28899	2851	10750	Fruits and Gardens	A B C applicant															
6-30-30	181007	Jun 15	180001	40	856	503	1130	1322	251	825	Hoard's Dairyman	11909	1015	6[illegible]	219	1277	71	1331	703	1159	637	630	396	10000	5501	8566	14332
6-30-30	34190	Jun 5	34200								Idaho Farmer															66	
6-30-30	151999	Jun 15	152004								Illinois Farmer														6300	145485	
6-30-30	163579	Jun 30	162000								Indiana Farmer's Guide													29078	110672	13606	9059
6-30-30	496301	Jun 30	500234		7	26	8	12	2	18	Kansas City Star (Weekly)	1000	201	151	5	16	7	83	73	63	2	13	50	171	176	768	148
											Kansas Farmer (Mail & Breeze)														32		
6-30-30	121473	Jun 30	122134								Leghorn World	2161	1016	3156	63	353	37	567	532	516	397	687	720	2546	1401	2177	944
6-30-30	42500	Jun	41900		188	162	122	348	110	311	Michigan Farmer													2107	1552	857	149502
6-30-30	560110	Jun 30	554000								Missouri Ruralist														150	13686	
6-30-30	154796	Apr 15	156214								Montana Farmer																
6-30-30	301194	Jun 15	30075								National Dairy News	11	2	6	1	4	1	3	2	3	1	3	29	25	28	634	10
6-30-30	3451	Jun	3500		2				4		Nebraska Farmer																
6-30-30	121000	Jun 15	120000								New England Homestead	1331															
6-30-30	98076	Apr 30	100057	85	39790	14670	18380	25095	3344	15707	Ohio Farmer, The	7693		6401					1130					1350	2732		790
6-30-30	170021	Jun 30	170021								Oklahoma Farmer-Stockman	29	9	19		5	7	6	13	9	6	21	127	44	53	100	30
6-30-30	107414	Jun 15	106417					1	1	3	Oregon Farmer																
6-30-30	34844	Jun 6	34858								Pacific Northwest Farm Trio															66	
6-30-30	122194	Jun 5	122044								Pacific Rural Press																
6-30-30	82214	Jun 30	82214	66							Pennsylvania Farmer	2530	9479	118247	8442	6130		1437	14904								
6-30-30	157000	Jun 30	166075								Plymouth Rock Monthly	1496	466	1536	37	2.9	16	402		422	148	311	3077	1695	1307	1750	732
6-30-30	27000	Jun	29713		250	185	73	625	136	399	Poultry Keeper	1512	514	5631	17	121	60	455		2107	817	1574	729	3454	1028	968	2071
6-30-30	40000	Jun	41397	1621	104	254	74	849	98	369	Poultry Success	1[illegible]9	4019	21299	875	2232	106	2961	2358	2670	1301	2092	3193	25131	16716	21265	14031
6-30-30	200000	Jun	200000	6000	3049	1053	1178	3732	1600	2502	Poultry Tribune														9030	107167	
6-30-30	381300	Jun 30	380000								[1]Prairie Farmer								20759		94219	23682	42700	92185			
6-30-30	6034000	Jun 30	6134000								[2]Progressive Farmer																
											Reliable Poultry Journal (A. B. C. Applicant)																	
6-30-30	21001	Jun	20011		457	300	171	1404	234	493	Rhode Island Red Journal	1218	317	1244	10	170	19	873	335	587	257	515	541	1083	1004	1670	814
6-30-30	3438000	Apr 30	3434000	75	3430	3300	3604	15030	2043	14301	Rural New Yorker	117000	21792	21309	2815	5897	154	3440	1110	330	76	115	552	10644	504	740	3402
6-30-30	121000	Jun	127300								Semi Weekly Farm News																
6-30-30	66000	Jun 15	66000								Southern Agriculturist				11	422		22107	21207	49685	25005	66109	135104	1417	1001	525	
6-30-30	30000	Apr 15	30000								Southern Planter				3681	27300	665	84950	27025	30021	8101						
6-30-30	270000	Jun 15	271000								[3]Southern Ruralist					1018		27150	21740	63584	35743	95040	30120				
											Standard Farm Field—Ralston Color Inserts	17499	23072	145187	4335	10405	71	33121	16830	95348	34110	42150	9570	152679	100050	100300	166522
6-30-30	2000000		2000497	49	1195	1291	6504	4663	306	7311	Standard Farm Paper Unit	20717	61122	210251	1999	5360	146	31991	2229	96530	34503	44274	9431	21967	107553	101071	21031
6-30-30	2000000		2000073	184	1469	1644	4444	5219	431	7000	Standard Poultry Journal	2997	3581	21611	45	237	161	1672	1494	2091	997	2074	7000	4884	4757	7354	2000
6-30-30	178034		178034		760	140	165	474	84	174	Successful Farming	29307	5404	53000	787	5163	299	7972	11722	6252	2565	6342	3740	11[illegible]11	72109	93663	69005
6-30-30	1152707	Jun	1152707	4000	5400	2642	3719	7600	1157	6068	Utah Farmer																
6-30-30	18017	Jun 15	18014								Wallaces' Farmer & Iowa Homestead															9933	
6-30-30	250000	Jun 30	250130								Washington Farmer																
6-30-30	54000	Jun 3	54027								Waverly Poultry Trio	4157	1769	8036	90	707	71	1364	1109	1446	732	1313	1578	5491	3795	5011	2234
6-30-30	99025		99025		850	576	344	3639	444	963	Western Farm Life																
6-30-30	103000	Jun 15	102037								Wisconsin Agriculturist & Farmer															5009	1363
6-30-30	174000	Jun 30	170070								Wyandotte Herald	450	142	618	12	68	4	75	115	144	51	90	129	597	447	731	230
6-30-30	10434	Jun	10700		90	70	69	244	45	101																	

Circulation statements dated December 31, 1930, indicates A. B. C. statements for June 30, 1930, have not been released by the A. B. C. at the time this issue went to press

*This Circulation not included in Distribution.

(1) Covers period from 6-19-30 to 6-30-30.

(2) Progressive Farmer and Southern Ruralist merged September 1, 1930 and now published under the title Progressive Farmer and Southern Ruralist.

(3) Effective Dec. 19, 1930 Illinois Farmer was purchased by Prairie Farmer

Steady Buying . . . Steadies Business

"Normal buying by those with a steady income will steady

EXHIBIT NO

| | | |

States	East South Central States				West North Central States							West South Central States				Mountain States							Pacific States			Misc. & Foreign
Name of Publication	Wis.	Ky.	Tenn.	Ala.	Miss.	Minn.	Iowa	Mo.	N.D.	S.D.	Neb.	Kan.	Ark.	La.	Okla.	Tex.	Mont.	Ida.	Wyo.	Colo.	N.M.	Ariz.	Utah	Nev.	Wash.	Ore.	Cal.	
American Agriculturist																												867
American Farming (A. B. C. Applicant)																												
American Fruit Grower	33317	5137	1296	3641	21921	2495	7814	10411	749	1476	2319	7129	5360	1619	7458	21813	976	984	221	870	619	1210	1127	2986	3987	3436	15419	2837
American Poultry Journal	75039	9554	8182	12637	14691	13628	10469	9258	4122	3894	7621	6610	8297	5210	3798	8997	2693	1274	1007	3117	777	775	1134	2261	3186	2199	7321	6521
Arkansas Farmer	6	5	99	24	358	4	9	1305		1	1	60	6077	1611	1071	1499	3	1	6	6		6			2	4	228	
Breeder's Gazette	2996	2858	1752	792	9459	3495	10730	6736	2861	2617	7107	9313	1329	276	3476	3031	1972	1079	1562	2489	549	352	519	961	1036	1545	2941	1767
California Cultivator																						1560		2710			17525	574
Capper's Farmer	68167	5716	1402	1972	1623	60209	83049	99307	28357	30167	20942	91427	2010	511	6931	10617	10460	3891	1703	24775	4961	3819	1799	6253	6726	4913	14297	328
Capper's Weekly	1031				86	2415	614	111393	1461	2190	41965	110736	1197	159	3162	67967	1216	179	937	16916	968	230	139	1159	722	692	17751	1430
Country Gentleman	50833	18 81	20112	14573	99647	52818	192	57452	27666	28291	39126	68774	11178	1	30911	60727	24822	17633	6665	21961	6151	6116	6185	2471	63011	31414	68821	110439
Country Home, The	57493	22987	12710	9093	10176	63623	89273	99246	30642	28242	48984	76144	2074	927	3843	309	2	22475	12444	7131	13659	7436		9733	6663	2936	23334	3162
Dakota Farmer, The						883			46600	46810								2161										1748
Everybody's Poultry Magazine	2900	6120	2179	2837	3965	1880	5181	2712	641	1494	2971	1483	2992	1417	1218	1571	613	256	233	662	159	126	129	41	709	562	1791	1128
Farm & Live Stock Record	1437	512	1430	374	530	127	263	1781	366	120	166	274	256	195	3194	2269	56	6	82	117	74	8	1	1	19	19	333	16
Farm and Ranch	25	14	72	103	156	9	13	107	3	7	10	69	9179	2407	9287	11796	6	6	6	61	2123	129	2	3	11	17	196	144
Farmer & Farm, Stock & Home	13818					2150290	6601		48553	52424							6126											6607
Farmer's Wife	62517	13177	11781	321	6241	73896	67329	30429	29385	31153	42936	38175	172	1	17014	13055	1673	1321	2937	6999	371	586	1916	216	2741	2113	49211	615
Farm Journal	83502	21741	12451	9470	4999	71268	107811	54013	19468	22909	34697	51866	2774	566	2282	61260	9614	11900	2431	1777	2497	2496	4941	877	21443	14491	43664	3976
Fruits and Gardens													A. B. C. applicant															
Hoard's Dairyman	51148	1940	1585	626	10941	14581	10470	3615	1251	1112	3013	4268	930	547	1119	2668	829	2982	392	1183	506	254	823	931	1722	2270	21037	1450
Idaho Farmer						28	30				571	45					1503	30365	169	57			658		789	100	29	450
Illinois Farmer	432																											1650
Indiana Farmer's Guide		247																										300
Kansas City Star (Weekly)	89	139	104	56	99	172	31275	161161	60	272	29509	113249	5021	149	71847	18545	307	272	394	16551	2915	82	43	21	193	173	8287	76
Kansas Farmer (Mail & Breeze)							81	471			740	10129	20		474	130			107	15269	111						145	681
Eastern World	1198	530	521	617	3047	1188	2165	1470	173	334	1189	1686	612	317	998	2387	371	200	129	90	149	147	52	23	904	513	7799	3348
Michigan Farmer																												939
Missouri Ruralist							1593	129743			127	744	9020		819	314				170								423
Montana Farmer									263	62							27333	156	1568									879
National Dairy News	92	19	5		51	574	640	227	130	260	310	722	39	8	144	242	55	60	17	87	4	9	11	2	12	30	474	18
Nebraska Farmer							2917	573		2654	61773	2742							2191	1012								1317
New England Homestead																												668
Ohio Farmer, The		670																										561
Oklahoma Farmer-Stockman	24	68	90	70	91	53	77	1387	14	19	71	2700	1990	174	1131	5898	17	76	19	301	91	132	6	6	29	10	2062	12
Oregon Farmer																	61	756							56	3238	479	691
Pacific Northwest Farm Trio						24	30				51	45					1476	30966	169	87			458		13853	33092	1099	1576
Pacific Rural Press																									7092	741	285	10408	780
Pennsylvania Farmer																												976
Plymouth Rock Monthly	499	162	102	239	172	670	2147	913	70	141	474	771	91	111	771	899	58	71	81	98	6	50	61	21	242	291	107	323
Poultry Success	587	2109	1273	1742	2171	1114	4375	4294	137	119	1436	1864	413	1311	6131	5306	102	137	45	312	142	117	137		1161	710	1775	5031
Poultry Tribune	8499	5917	2969	2331	2227	7101	14003	15961	1561	3774	7401	13623	5220	4774	13976	17878	2495	1428	1194	3583	1222	84	1362	1927	11462	2217	18109	21451
Prairie Farmer	22910						1820																					5448
Progressive Farmer		73869	46350	56476	66472								31109	14891	11436	125395												7486
Reliable Poultry Journal (A. B. C. Applicant)																												
Rhode Island Red Journal	674	537	370	314	392	791	1769	1992	171	317	749	1170	417	2	880	20178	241	147	172	602	169	131	78	165	68	268	940	1615
Rural New Yorker	304	246	219	90	62	158	559	958	71	109	123	128	84	6	86	1067	88	104	46	196	32	49	29	129	92	267	543	450
Semi-Weekly Farm News													2727	1000	23164	86661					3342							1154
Southern Agriculturist		46726	30017	58016	59736			3102					52105	27593	13630	84113												1315
Southern Planter		8.1	781																									2745
Southern Ruralist		44464	49978	75556	79514								42713	44109	5378	29166												10075
Standard Farm Field—Raleigh Color Inserts	89977	56199	48044	69102	69076	171061	222119	134181	47294	62011	117461	112040	46155	15139	16797	131207	1597	2982	2680	26824	317	831	823	93	1732	2230	2348	29375
Standard Farm Paper Unit	92734	58857	49656	69921	69031	174456	231164	138186	49478	61631	127991	116383	47821	15139	17960	134627	5193	4011	4111	1339	737	606	1342	3261	2720	2231	4117	30382
Standard Poultry Journal	2382	4762	3499	6553	1959	3691	17701	2149	2132	3123	11970	8986	3991	996	15325	19527	1302	2961	623	6499	717	861	1096	10	6971	6730	1815	314
Successful Farming	61177	13738	9797	5629	7097	70212	119079	77946	24606	29799	47113	69239	8182	4193	23514	102867	8199	5223	3388	8535	1436	1906	2472	8615	7933	10118	12726	816
Utah Farmer																	71	1526	194	641	14	58	15872	443	6	17	86	86
Wallaces' Farmer & Iowa Homestead						6187	198720	12270		5420	12046																	5692
Washington Farmer																	206	563							52100	606	325	745
Waverly Poultry Trio	2175	1548	1318	990	776	2637	6190	3381	291	980	2731	3637	800	719	2109	5421	963	681	316	194	411	416	164	60	1873	1197	2115	8194
Western Farm Life											11233	1214					8147	10114	7295	329	4181	3671	9162	1116				671
Wisconsin Agriculturist & Farmer	167014					2315																						1991
Wyandotte Herald	276	186	111	91	72	436	937	615	110	206	652	565	116	54	275	6187	88	29	49	18	31	2	18	4	106	73	179	798

*This Circulation not included in Distribution.

(2) Progressive Farmer and Southern Ruralist merged September 1 1930 and now published under the title Progressive Farmer and Southern Ruralist.

(4) Effective Dec 19 1930 Illinois Farmer was purchased by Prairie Farmer

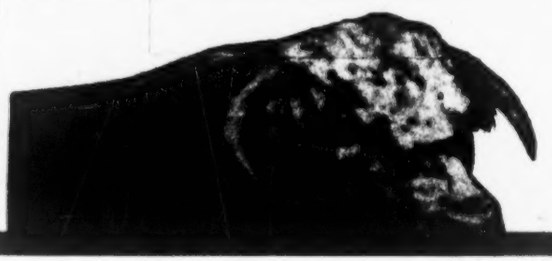

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EXHIBIT

| | | |

Period Ending	Net Paid Average	Circulation Value from Issue of	Total Net Paid of Publication(s) Paid	Total Net Paid of Publication(s) Guaranteed	Name of Publication Listing Only Papers With Are Members of A. B. C.
6-30-30	165,000	Jan 30	164,607		American Agriculturist
					American Farmer (A. B. C. Applicant)
					American Poultry Journal
					Arkansas Farmer
6-30-30	126,070	Jan	126,071	125	Breeder's Gazette
					California Cultivator
					Capper's Farmer
					Capper's Weekly
					Country Gentleman
					Country Home, The
6-30-30	90,000	Jan 15	90,111		Dakota Farmer, The
6-30-30	117,315	Mar	116,300	8,500	Everybody's Poultry Magazine
					Farm & Live Stock Record
					Farm and Ranch
					Farmer & Farm, Stock & Home
					Farmer's Wife
					Farm Journal
					Fruits and Gardens
6-30-30	102,507	Jan 30	102,025	60	Hoard's Dairyman
					Idaho Farmer
					Illinois Farmer
					Indiana Farmer's Guide
6-30-30	600,000	Jan 25	600,234		Kansas City Star (Weekly)
6-30-30	121,070	Jan 30	122,136		Kansas Farmer (Mail & Breeze)
6-30-30	42,000	Jan	41,901		Leghorn World
					Michigan Farmer
					Missouri Ruralist
					Montana Farmer
					National Dairy News
					Nebraska Farmer
					New England Homestead
					Ohio Farmer, The
					Oklahoma Farmer-Stockman
					Oregon Farmer
					Pacific Northwest Farm Trio
					Pacific Rural Press
					Pennsylvania Farmer
					Plymouth Rock Monthly
					Poultry Success
					Poultry Tribune
					Prairie Farmer
					Progressive Farmer
					Reliable Poultry Journal (A. B. C. Applicant)
					Rhode Island Red Journal
					Rural New Yorker
					Semi-Weekly Farm News
					Southern Agriculturist
					Southern Planter
					Southern Ruralist
					Standard Farm Field—Dakota Color Section
					Standard Farm Paper Unit
					Standard Poultry Journal
					Successful Farming
6-30-30	18,817	Jun 25	18,814		Utah Farmer
					Wallaces' Farmer & Iowa Homestead
					Washington Farmer
					Waverly Poultry Trio
					Western Farm Life
					Wisconsin Agriculturist & Farmer
					Wyandotte Herald

Circulation statements dated December 31, 1930, indicates A. B. C. statements for June 30, 1930, have not been reissued by the A. B. C. at the time this issue went to press.

Territorial Distribution (See preceding page for circulation by States)

New England	Middle Atlantic	South Atlantic	East North Central	East South Central	West North Central	West South Central	Mountain	Pacific	Unclassified	Canada & U. S. Poss'ns	Foreign & Misc.
16,000	141,551	4,775	200						700	44	81
20,000	13,547	21,227	20,207	11,000	30,072	10,310	6,150	21,040		2,651	200
10,000	88,715	61,700	70,200	44,700	57,000	25,000	17,000	13,013	607	2,000	1,300
	15	10	50	510	1,300	72,672	50	50			
2,250	7,200	7,600	42,020	6,207	42,102	6,072	5,000	4,007	50	207	407
2,220	11,501	14,500	197,000	8,000	600,057	104,000	1,000	40,525	401	41	60
			5,000	50	275,200	44,000	21,000	3,100		200	20
210,000	206,163	139,225	268,044	62,250	340,200	150,150	65,000	142,000	1,363	1,000	200
44,100	207,000	86,000	274,200	55,000	206,150	96,000	80,000	165,000		100,271	9,000
										2,077	305
					86,902						
							2,161		1,002	30	6
4,705	13,000	14,100	42,271	12,001	15,470	6,052	2,200	2,500		1,002	150
120	745	6,072	2,500	2,012	3,007	2,047	214	70		15	1
2	20	147	112	344	220	100,200	2,220	220		22	140
			15,010		254,050		4,420		4,010	100	22
33,717	137,313	66,012	205,011	36,211	206,974	31,000	15,471	9,770		550	62
60,410	230,302	90,520	432,270	49,251	302,500	140,950	55,304	98,000		2,471	3456
A. B. C. applicant											
6,963	19,349	6,303	91,630	5,505	20,141	5,010	6,702	6,065		751	600
			60		150		22,272	1,003	425	5	
			150,230						1,000		
			141,715	245					300		
61	204	222	1,344	402	222,000	100,052	14,001	1,104		55	21
			22		105,300	970	13,606	145	471	7	37
1,300	6,311	3,402	8,403	1,772	8,512	6,155	2,200	2,220		2,045	603
			153,700						407	47	6
			13,612		121,007	10,103	170		615	6	11
					322		20,777		822	57	100
6	10	20	560	20	2,047	630	234	100			10
					110,697		12,404				
98,562	1,531									1,317	1,000
									500	62	24
	14,354	1,130	153,497	670					830	17	11
4	48	70	251	270	4,476	103,612	1,340	345		9	3
							257	33,270	304	7	
			60		150		33,130	98,144	1,525	48	
							702	51,260	571	52	101
	131	24,403							949	27	57
1,400	3,020	2,213	5,001	1,333	5,000	1,700	1,002	904		3,107	134
1,650	4,650	6,112	8,520	6,011	8,400	8,100	1,302	700		391	1122
14,002	27,770	10,362	85,222	13,022	60,404	47,074	12,077	18,020	10,600	9,331	1,512
			200,707		1,000				5,022	20	10
		210,572		200,000		100,031			5,771		350
3,040	2,011	3,050	5,205	1,520	5,020	3,527	1,570	2,005		1,210	307
42,042	100,107	13,014	15,370	547	1,205	310	547	1,055		300	104
						122,050	2,002		1,154		
		220,412	3,051	205,150	3,100	177,730			1,000		60
		104,045		12,047					2,710	0	17
		207,076		200,412		110,707			9,000	50	57
21,001	207,150	247,200	710,447	212,761	870,502	200,310	30,240	6,210	20,022	1,120	2,225
22,122	100,001	220,051	441,220	210,454	602,300	207,413	32,207	10,002	22,330	1,000	2,654
1,020	5,522	9,710	22,207	14,702	70,947	20,020	9,021	3,020		220	60
25,100	97,001	44,700	100,007	30,251	430,005	60,775	31,112	20,777		550	200
							10,010	100	75	0	5
			9,023		230,011				5,523	52	27
							501	53,201	700	30	1
5,000	12,150	8,500	19,500	4,024	20,130	9,020	4,000	5,225		7,300	030
					10,000		83,007		000	7	41
			176,300		2,315				1,033	10	20
600	1,210	000	2,200	400	3,000	002	427	202		730	020

Distribution by Cities According to Population

Issue of	R.F.D.	Under 1000	1000 to 2500	Over 2500	Unclassified
Dec 30	63.00%	20.00%	4.00%	7.00%	1.00%
Dec	37.00%	20.00%	7.00%	21.00%	000
Jun 15	47.70%	20.00%	6.00%	14.00%	000
Jun	32.00%	20.00%	7.00%	13.00%	1.00%
Jun 30	34.00%	21.00%	6.00%	17.00%	
Dec	41.00%	22.00%	7.00%	9.00%	
Dec 30	36.00%	24.00%	7.00%	9.00%	
Dec	32.00%	20.00%	6.00%	14.00%	000
Feb	32.00%	24.00%	6.00%	14.00%	000
Jun 15	50.00%	26.00%	6.00%	2.00%	
Dec	30.00%	22.00%	5.00%	13.00%	1.00%
Jun 25	42.50%	21.00%	5.00%	9.00%	000
Jun 6	47.70%	22.00%	6.00%	6.00%	6.00%
Jun 15	60.11%	9.02%	3.00%	6.00%	
Jun 28	60.20%	7.00%	2.01%	4.00%	000
Jun 25	70.40%	10.00%	4.00%	6.00%	
Jun 20	72.20%	10.00%	4.00%	6.00%	
Jun	32.00%	12.00%	14.00%	20.00%	
Jun 30	60.00%	10.00%	3.00%	5.00%	
Apr 15	60.00%	19.00%	6.00%	5.00%	
Jun 15	19.01%	54.02%	10.00%	11.01%	
Dec	20.01%	44.00%	10.01%	10.00%	
Jun 28	70.00%	10.00%	4.00%	3.00%	000
Apr 26	55.00%	20.01%	4.00%	12.00%	000
Jun 7	02.00%	10.00%	2.00%	5.00%	
Jun 15	55.02%	24.00%	7.00%	11.00%	
Jun 5	40.00%	23.00%	5.00%	9.00%	2.00%
Jun 20	52.00%	24.00%	6.00%	16.00%	
Jun 20	71.00%	20.00%	2.00%	4.00%	
Jun	22.00%	27.00%	14.01%	27.00%	
Jun	60.00%	27.00%	6.00%	14.00%	1.00%
Dec	10.00%	22.00%	6.00%	15.00%	5.00%
Dec 20	70.00%	10.00%	2.01%	6.01%	
Oct 5	52.02%	21.00%	6.00%	8.00%	
Jun	20.00%	17.00%	14.00%	20.00%	
Dec 20	53.00%	23.00%	6.00%	14.00%	2.00%
May 10	00.00%	24.00%	4.00%	2.00%	
Jun 15	51.00%	21.00%	7.00%	6.00%	
Apr 1	22.00%	45.00%	6.00%	12.00%	1.00%
Jun 15	50.00%	21.00%	7.00%	10.00%	
Jun	20.00%	20.00%	5.00%	6.00%	
Dec	63.00%	20.00%	5.00%	10.00%	
Jun 25	32.00%	22.00%	10.00%	13.00%	2.00%
May 31	75.00%	14.00%	4.00%	5.00%	
Jun 8	50.00%	27.00%	5.00%	9.00%	1.00%
Jun 1	34.07%	40.00%	10.00%	13.00%	
Jun 20	01.00%	11.00%	2.00%	5.00%	
Jun	30.00%	17.00%	14.00%	27.00%	

Subscription Price

Per Copy	Per Year
.05	1.00
.10	.50
.05	1.00
.10	.35
.05	1.00
.05	.50
.10	1.00
.05	1.00
.10	.50
.05	.50
.05	1.00
.05	.50
.05	.50
.05	1.00
.05	.50
.05	.50
.05	.50
.05	1.00
.05	.50
.10	.50
.05	1.00
.05	.50
.05	.50
.05	.50
.05	.50
.05	.50

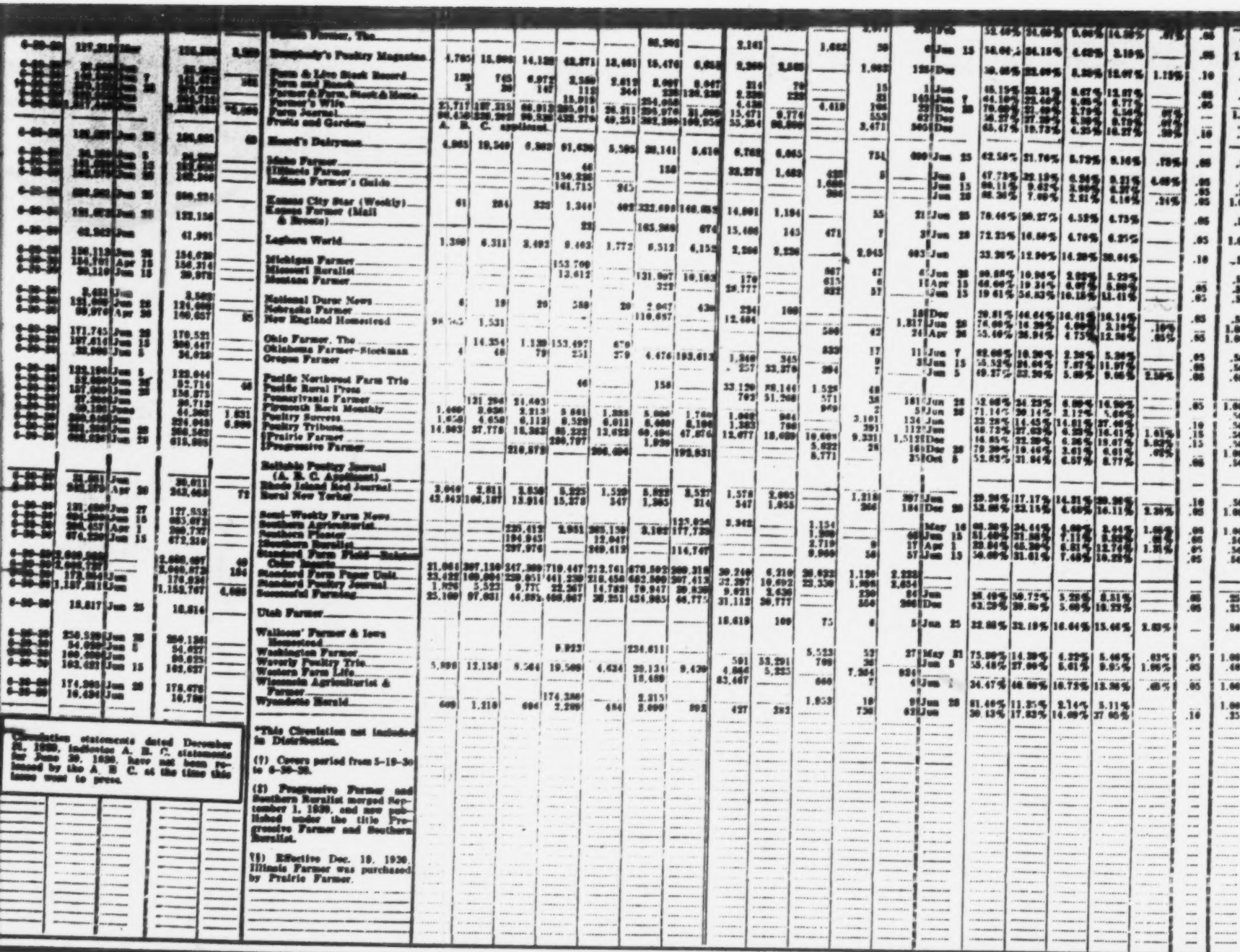
*This Circulation not included in Distribution.

(†) Covers period from 5-10-30 to 6-30-30.

(‡) Progressive Farmer and Southern Ruralist merged September 1, 1930, and now published under the title Progressive Farmer and Southern Ruralist.

(§) Effective Dec. 10, 1930, Illinois Farmer was purchased by Prairie Farmer.

MEDIA MARKET PLACE
A GUIDE TO RESULT-PRODUCING



Circulation statements dated December 31, 1930, indicate A. B. C. statements for June 30, 1930, have not been reissued by the A. B. C. at the time this issue went to press.

*This Circulation not included in Distribution.

(†) Covers period from 5-19-30 to 6-30-30.

(‡) Progressive Farmer and Southern Ruralist merged September 1, 1930, and now published under the title Progressive Farmer and Southern Ruralist.

(¶) Effective Dec. 19, 1930, Illinois Farmer was purchased by Prairie Farmer.

MEDIA MARKET PLACE

A GUIDE TO RESULT-PRODUCING ADVERTISING MEDIA

Valuable information will be found on many publications using the Media Market Place. See pages following the Business Paper Section.

132 The witness Gill resuming:

That exhibit (referring to Number 29) shows the papers that have a circulation in Indiana, as well as those that are published in Indiana. It shows the state and local papers and national farm papers and technical and vocational papers. It does not show any country weeklies or country dailies. The book shows the city dailies, but not on this page or exhibit, which is confined merely to some certain kind of farm papers. There are other farm papers published and circulated in Indiana. The Standard Rate and Data Service lists only the papers that are members of the Audit Bureau of Circulation, which is an organization of advertisers and publishers and advertising agencies which testifies as to the truthfulness of the circulation statements, that is, to check those statements made by the publishers and verifying the truth of those statements. The exhibits introduced while I have been on the stand show only those papers which belong to this Audit Bureau. There are others on which no accurate figures are available. I know of other papers published and circulated in Indiana outside of the ones shown in the exhibits. The Hoosier Farmer and the Bureau Farmer. I have a computation made from the exhibits showing the 1931 figures, showing the total circulation in Indiana of all papers included in the exhibits.

Q. What is the total?

A. That total is 669,989. There are 181,575 farms in Indiana, which information I get from the United States census for 1930. The ratio of the circulation of all farm papers in Indiana shown by Exhibit 29 and Exhibit 31 is as to
133 the number of farms in Indiana as 368 per cent, or better than three farm papers to the farm.

The Court: That includes these vocational papers, does it?

The Witness: Yes, sir, that only includes those in this exhibit.

National farm papers are papers which have a circulation in every state in the Union. That does not include any of these defendants. These papers are not national papers; they are sectional papers. Some of the national papers are: Capper's Farmer, published in Kansas but circulates all over; The Country Gentleman, published in Philadelphia; The Country Home, headquarters in New York with a pub-

lishing plant at Springfield, Ohio; The Farmer's Wife, published at St. Paul; The Farm Journal, published in Philadelphia; Successful Farmer, published in Des Moines. Those are papers which the trade knows as national papers. They circulate in every state, including Indiana. Those nationals have a total circulation in Indiana of 365,247, which is a ratio of circulation of national farm papers to the number of farms in Indiana, of 201 per cent, which means an average of two national papers to each farm in Indiana. There is a tabulation here from the Standard Rate and Data Company showing the distribution of the circulation of the Indiana daily papers.

The defendants here offered in evidence EXHIBIT #41, being a compilation for 1928 to 1932 by the Advertising Record Company.

Counsel for Plaintiff: We object to the competency of this evidence for the reason that it shows on its face that it comprises total advertising in national, state and sectional
134 farm papers, which makes it irrelevant, and that it in-
includes many papers which are not in any essential sense competitors of any of the publications involved in this litigation.

The Court: The objection is overruled; these I understand are farm papers.

Counsel for Defendants: Yes, all of them, and they are all referred to in our other exhibits.

Counsel for Plaintiff: Note an exception, please.

The Court: Practically all of the circulation of these papers have decreased—

The Witness: That is not circulation, that is advertising lineage.

The Court: The number of lines have decreased several hundred per cent, haven't they?

The Witness: Yes, sir—it is pretty bad.

Exhibit #41 was thereupon read in evidence, as follows:

135 EXHIBIT No. 41.

THE ADVERTISING RECORD COMPANY

Total Advertising in National, State & Sectional Farm Papers,
1928, 1929, 1930, 1931 and 1932.

New York Office
280 Broadway

Home Office,
43 East Ohio Street,
Chicago

136 Special Report from the Advertising Record Co.

GRAND TOTALS
National—State and Sectional Farm Papers

	1928	1929	1930	1931	1932
American Agriculturist	344881	357002	342458	240241	152355
Zone Advertising	.....	.....	.....	113087	89261
American Farming	79189	65114	47678	37354	11477
American Fruit Grower Magazine	91414	86874	87429	70567	37117
American Produce Grower	49672	38803	.....	.....	.....
Arizona Producer	.....	109573	150670	92789	66968
Arkansas Farmer	90792	79115	100296	76103	73363
Better Fruit	95516	83244	74684	60923	35861
Breeders Gazette	343786	345226	276679	171390	63601
Bureau Farmer	70903	66022	63480	36569	26570
California Citrograph	187692	223194	220882	222876	163317
California Cultivator	429655	448513	431293	335831	245441
Cappers Farmer	249266	296041	278517	218324	162113
Cappers Weekly	212461	170756	105857	121697	109074
Country Gentleman	690274	702413	606121	397644	221418
Country Home	168211	171959	138881	122466	104678
Dairy Farmer	167474	129242	.....	.....	.....
Dairymens League News	129439	121066	120058	98779	58649
The Dakota Farmer	454949	450375	393815	269953	145107
Farm and Ranch	506022	481437	402825	261397	149934
Farm Journal	189087	192633	159684	121684	84806
Farm Life	83012	.....	.....	.....	.....
Farm Mechanics	77747	72434	54393	33280	13419
Farm Stock and Home:					
The Farmer and Farm Stock and Home	300088	156315	.....	.....	.....
Minnesota Edition	640979	654923	594451	347923	222479
Dakotas-Montana Edition	.....	.....	.....	158334	181938
Farmers Home Journal	38461	30047	36006	52002	41116
Florida Farmer	142388	86425	.....	.....	.....
Florida Grower	141950	148055	148490	131940	108086
Hoards Dairyman	423358	420642	403982	267022	143044
Idaho Farmer	390671	327565	300510	232910	161904
Illinois Farmer	251775	247915	188722	.....	.....
Indiana Farmers Guide	441106	434729	375618	237065	125040
137					
Iowa Farmer and Corn Belt Farmer	83462	46186	51168	26628	.....
Iowa Homestead	663870	545036	.....	.....	.....
Kansas Farmer Mail and Breeze	548255	532320	457797	271278	138352
Michigan Business Farmer	190076	.....	.....	.....	.....
Michigan Farmer	484212	462552	398785	248304	138170
Missouri Farmer	86480	94725	76184	64844	70426
Missouri Ruralist	362364	358258	273075	185285	115148
Modern Farming	64779	.....	.....	.....	.....
Montana Farmer	345086	342288	275883	186361	119657
Nebraska Farmer	702850	698147	582317	366930	212506
New England Homestead	516273	545946	454205	367987	221230

Special Report from the Advertising Record Co.

	1928	1929	1930	1931	1932
Ohio Farmer	482539	482888	426638	290263	151938
Ohio Stockman and Farmer	229588	.....	.....	.....	.....
Oklahoma Farmer-Stockman	360953	346225	317808	212575	159542
Oregon Farmer	408604	328564	318964	246137	176214
Pacific Homestead	67865	43709	19975	.....	.....
Pacific Rural Press	514812	470483	463749	392656	305935
Pennsylvania Farmer	468251	474583	452387	325034	199456
Pennsylvania Stockman and Farmer	246192	.....	.....	.....	.....
Prairie Farmer:					
Illinois Edition	620993	587662	526980	334123	213030
Indiana Edition	.....	.....	.....	271963	165352
Progressive Farmer and Southern Ruralist:					
Carolinas-Virginia Edition	424461	404264	365262	235075	139131
Georgia-Alabama Edition	.....	366640	361148	223459	129205
Mississippi Valley Edition	.....	360532	352399	216959	117838
Texas Edition	.....	357140	333068	202905	122881
Kentucky-Tennessee Edition	.....	331421	321325	212084	119363
Rural New Yorker	523685	501903	444892	356777	241003
Semi-Weekly Farm News:					
Fri-Edition	204111	142828	109454	76976	62949
Tues-Edition	.....	.....	.....	81654	50403
South Dakota Farmer and Breeder	116322	90842	.....	.....	.....
Southern Agriculturist	253274	228639	202822	143021	88392
138					
Southern Cultivator	78067	46213	43993	41625	30499
Southern Planter	225521	218975	184798	143483	81092
Southern Ruralist	234753	200004	120069	.....	.....
Successful Farming	246789	277077	248608	205217	146248
Utah Farmer	192311	166016	193683	135063	84579
Wallaces Farmer and Iowa Homestead	537925	562090	697240	384552	223173
Washington Farmer	421303	342214	339739	258219	186200
Weekly Kansas City Star:					
Missouri Edition	550779	507604	485188	309791	212991
Kansas Edition	.....	.....	.....	.....	217310
Arkansas-Oklahoma Edition	.....	.....	.....	.....	209334
Western Farm Life	219366	214057	192072	146010	88582
Wisconsin Agriculturist & Farmer	520421	576227	579975	343824	221275
Wisconsin Farmer	522722	292748	.....	.....	.....
Wyoming Stockman Farmer	.....	.....	.....	57667	46915
Total	20201532	19744658	16775129	12094879	8214455

139 The following figures are based on the percent of the total of the publications as shown on pages 1 to 3.

	1928	1929	1930	1931	1932
The Farmer and Farm Stock and Home:					
Minnesota Edition	3.17%	3.32%	3.54%	2.88%	2.71%
Dakotas-Montana Edition	.....	.....	.....	1.31%	2.21%
Nebraska Farmer	3.48%	3.54%	3.49%	3.03%	2.59%
Prairie Farmer:					
Illinois Edition	3.07%	2.98%	3.14%	2.76%	2.59%
Indiana Edition	.....	.....	.....	2.25%	2.01%
Wallaces Farmer and Iowa Homestead	2.66%	2.85%	4.16%	3.18%	2.72%
Wisconsin Agriculturist & Farmer	2.58%	2.92%	3.46%	2.84%	2.69%

140 I, Laura C. Boland, hereby certify that I am the President and Treasurer of The Advertising Record Company, Inc., that the foregoing compilation consisting of four pages was prepared under my direction and supervision, and that the same is based upon records kept by The Advertising Record Company, Inc. in its regular course of business and that all of said compilation and data is true, accurate and correct as shown by said records.

I further certify that in the first column of the foregoing pages sets out the names of the various agricultural and farm papers published in the United States; The second column (under 1928) sets out the total number of lines of advertising matter printed in such papers for the year 1926; The third column (under 1929) the total number of lines of advertising matter printed in such papers for the year 1929; The fourth column (under 1930) the total number of lines of advertising matter printed in such papers for the year 1930; The fifth column (under 1931) the total number of lines of advertising matter printed in such papers for the year 1931; The sixth column (under 1932) the total number of lines of advertising matter printed in such papers for the year 1932.

I further certify that sheet Number four contains a compilation made by me which shows the percentage said advertising lineage bears to the total advertising lineage in the leading publications herein listed.

L. C. BOLAND,
President and Treasurer.

(Seal)

142 Exhibit 41 is an exhibit showing the lineage in the various farm papers from 1928 to 1932. Lineage represents the volume of advertising placed by advertisers in these publications. That is the measure of the publisher of a newspaper when he is selling to an advertiser a certain number of lines, and there are fourteen lines to a single column inch—they sell it either on a line basis or on the inch basis or on the page basis. That exhibit shows the percentage of the total lineage carried by the defendant papers here. I have totaled the 1928 percentage, which is 14.96 per cent. The total for 1929 is 15.61 per cent; the total for 1930 is 17.79 per cent; the total for 1931 is 18.15 per cent; the total for 1932 is 17.52 per cent. That is the per cent it bears to the total number of lines. The total of those lines for all these years are added there on the exhibit. For instance, it shows that there was a total lineage of twenty million lines in 1928, and that went down to 8,214,453 in 1932; that is, the entire industry lost twelve million out of twenty in those five years. It is possible to compute from Exhibit 41 how much business in 1928 the defendants and the plaintiff lost in percentage—what their general loss was. I have made that computation, that is, over a period of five years, from 1928 to 1932, inclusive. I selected for our group of publications and the Indiana Guide and tabulated on that basis—the Indiana Guide in that period lost 71 per cent; The Nebraska Farmer lost 70 per cent; The Prairie Farmer lost 66 per cent; Wallace's Farmer and the Iowa Homestead lost 59 per cent; and the Wisconsin Agriculturist and Farmer lost 57 per cent.

Q. So that the general ratio of loss ran from 71 per cent for the highest, for the Nebraska Farmer and the Indi-
143 ana Farmer's Guide, down to 50 per cent for the Wisconsin Agriculturist, which is a spread of 14 per cent between the lowest and the highest?

A. Yes, sir.

Q. Over a five year period?

A. Yes, sir.

That takes into consideration all the advertising carried in all those papers I have named, whether it was an advertisement contained in one separately, or all of them under this contract.

Cross-Examination (J. E. Gill).

In my evidence in chief, I said it was my understanding that the Hoosier Farmer and Farm Bureau were published in Indiana. I don't know that the Hoosier Farmer is the official organ of the Farm Bureau; I don't know anything about the distribution of its circulation. I have never seen a statement nor do I know what its circulation in Indiana is. I do know that the Bureau Farmer is the official organ of the American Farm Bureau Federation. I would call that a general farm paper. I would call any farm paper that has a bearing on agricultural matters in general, a general farm paper. I do not know that it is published in the interests of that organization.

The percentage of the advertising carried by the members of the Mid-West Unit as compared to all, in 1928, was 14.96 per cent, and the percentage increased in 1929 to 15.61 per cent. That is the percentage of the total. The figure of 1928 was computed on the twenty million lines, and the figure of 1929 was computed on the basis of the total lineage for 1929, which was 19,744,658 lines. In 1930 the percentage of our total was 17.79 per cent. In 1931 it was 18.15 per cent. In 1932 it was 17.52 per cent. In each instance, that was computed on the total lineage of all the papers combined. We added the total lineage and then the total percentage, and by so doing it gave our percentage of the total.

144 I testified that the total circulation of all the farm papers in Indiana had a ratio to farms of 368 per cent. In that I included the nationals—all farm papers circulating in Indiana, and I also testified that the circulating ratio of the nationals was 201 per cent, so that the ratio of farm papers, exclusive of nationals, would only be 167 per cent. I don't know that they are so distributed that each farm does take an average of one and one-half state papers, nor do I know that a lot of the papers go to the city. I haven't checked it on the city basis. If there is any circulation of these particular papers in the city, the question of percentage to farms would depend on whether or not the men who took it in the city own farms. Farm papers are classified as national farm papers, which is a paper that circulates over the Union in substantially all the states; and technical and vocational, as they are generally known. A technical publication is a paper that appeals to dairy farmers or any particular class of farming. The vocational paper is the

same as a technical paper. And then the other is the state and local farm paper—sometimes called sectional. Some people call state farm papers sectional farm papers and some of them call them state papers and some call them local papers. I understand the meaning of sectional paper to be a paper that covers a given section. For instance, some people call the Wallaces' Farmer and Iowa Homestead a sectional paper because it covers part of Nebraska and some of Illinois and some of Missouri. Its circulation is not limited to the state of Iowa. Assuming that state and national papers are the same thing, there now is published in Illinois one—The Prairie Farmer; one in Nebraska—The Nebraska Farmer. In 1928 there were published in Illinois, The Prairie Farmer and The Illinois Farmer. The Illinois Farmer was taken over by The Prairie Farmer.

145 The Court: How many are there in Indiana?

The Witness: There is two, what we call two Indiana farm papers. The Prairie Farmer, Indiana Edition, and the Indiana Farmer's Guide.

The Farm Life that was published at Spencer, Indiana, a while, was more or less national. It isn't published now. As to how long it has been suspended is one of those things that go out of your mind. I don't pay any attention to it. Just one state paper published in Iowa—Wallaces' Farmer and Iowa Homestead; just one in Nebraska—The Nebraska Farmer; one in Minnesota—The Farmer and Farm, Stock and Home; one in Wisconsin—Wisconsin Agriculturist and Farmer. The Farmer and Farm, Stock and Home, that is a Minnesota paper published at St. Paul. The two editions are the Minnesota Edition and the Dakota Edition. I don't know whether they are published at the same place. I don't know whether The Prairie Farmer, Illinois Edition, and the Indiana Edition are published at the same place. I have never seen the printing of the paper. I understand that is true, but I don't know it definitely.

Redirect Examination.

From Exhibit No. 29, there were thirty-six farm papers published in Illinois in 1931. There were ten farm papers in Indiana in 1931; eight in Minnesota; eight in Wisconsin.

C. V. GREGORY, recalled, further testified on direct examination:

As previously stated, I live at Wheaton, Illinois. I am connected with The Prairie Farmer, and also President
146 of the Mid-West Unit. Have been connected with The Prairie Farmer since 1911 and Vice-President since 1917, and from that time on I have been actively interested in the publishing and advertising side of the business, so that I have had an experience of more than twenty years with this business.

The field of advertising is very highly competitive, and I have never known a time when there wasn't keen competition in all sorts of advertising. The principal business of agricultural newspapers n the various classes is to reach farmers and those interested in farms. We have very many channels of competition in securing advertising—the other farm papers, particularly the so-called national farm papers, radio, direct mail—there is a great deal of advertising done by direct mail and a number of companies make a business of distributing advertising to the farmers by that method—and daily and weekly newspapers, and billboards. With certain classes of advertising, we are in competition with general magazines, and to some extent with vocational papers. There are certain farm organization papers that are direct competitors. The country newspapers carry the same advertising for the same people, in many instances, as the farm papers. Our class of papers, the so-called state and local farm papers, regard the national farm papers as our keenest competitors, because those national papers with a large circulation and economies of quantity production are able to offer lower advertising rates on the basis of volume of circulation. We were in business in 1925 and competition was very keen.

The Court: Let's see, your paper makes a lower rate when they advertise in all five papers, is that right?

The Witness: That is correct.

The Court: What is that goes into that—that makes a lower rate—you have five overheads just the same?

The Witness: We have five overheads, but we have considerable economy in soliciting business.

147 The Court: This Unit has an office and it solicits that business?

The Witness: It has two offices, one in Chicago and one in New York.

The Court: That pays nothing whatever, of the soliciting—

The Witness: Yes, sir.

The Court: It only pays its part?

The Witness: Yes, sir.

Q. Now, what was the effect, in past years, as to this competition of the national farm papers with the local farm papers, such as you were running?

This question was objected to on the ground that it was too remote and not proper evidence, but admitted over the plaintiff's objection and exception, on the theory that it bore upon the question of motive and whether a conspiracy had been entered into.

Local farm papers found it increasingly difficult to meet this national competition successfully, both because of the difficulty in making a low enough rate to compete and the difficulty of maintaining a large enough advertising force to do an adequate job of soliciting the accounts, and that condition got worse as time went on. Steps were taken to meet this competition of the national papers. The Standard Farm Papers was an organization jointly composed of local sectional state farm papers for the purpose of enabling them to compete more actively with these large national papers. Standard Farm Papers was organized rather loosely, back as far as 1908, but at various times this organization was strengthened and its soliciting force built up in order to meet this national competition. It had many changes in mem-
148 bership during its history. It is still in evidence. There have been various combinations of joint rates during the period of time from 1908, and it was for the purpose of meeting this competition—I have mentioned the matter of rate made possible by combining our force and made it possible for us not to offer as low a rate as the nationals were able to, but to come somewhat near it in a relatively better competitive position. And the other point meeting competition is this: that the advertising agencies who handled most of the advertising that goes to our class of papers, for the most part seem to have a preference for the papers of large circulation. It is easier for them to place an ad in one paper of one million or two million circulation than it is to duplicate the electrotypes and furnish the same ad for a dozen papers, and we wanted to make it easier for them to do busi-

ness with our class of papers by putting ourselves into a position, by offering a million or two millions, whatever it might have been at various times, on one order, and detailing and distributing among the papers in order to take care of them.

An electrotype is a form. All the paper has to do is to insert that in the press. The Mid-West Unit, which the evidence shows was formed in 1931, has been the name of a group of standard farm papers for two years before that. The Indiana Farmer at one time belonged to the Standard Farm Paper group. Later, the Indiana Farmer was purchased by the Farmer's Guide, and I think immediately following it resigned, or at any rate the Farmer went out of business and was taken over by this succeeding paper. I think I am correct on that.

In 1931, the rate of The Prairie Farmer was $1.80 per line. The rate of the Wallaces' Farmer was $1.75 and The Farmer $1.60, and The Nebraska Farmer 85¢; the Wisconsin Agriculturist $1.25. All publishers published their rates. There is a standard discount of 15 per cent to advertising agencies, but this agency in a way is a representative of
149 the publisher in creating new advertising, and the standard discount is given by all publishers of 15 per cent to the agencies, plus 2 per cent discount for cash. It is not customary in the farm paper field to vary the rate per line according to the number of lines they take. In the newspaper field it is. The functions of the Mid-West Unit in relation to advertising are, first, to solicit advertising through its Chicago and New York offices, and, second, to accept one contract for all its papers and one electrotype plate used,—simply placing the advertising for the advertisers, and the bill is contained in one bill from the Mid-West Unit office. We quote rates for publication in all of the newspapers. We give them a wholesale rate if they buy all the papers. Those rates change when one would get sometimes more papers and sometimes less. Exhibit No. 6 (handed to the witness for inspection) is the standard form Unit rate card in effect January 12, 1931, and the Mid-West Unit rates for that year were $4870.00 for a full page, and the line rate was $7.00. The number of lines to a page varies with the papers. In The Prairie Farmer and The Nebraska Farmer there are 728 lines. In other papers 784. Some of the pages are longer in some papers than others; not uniform in size.

As a member and President of the Mid-West Unit, I have

nothing to do with fixing the rates of any of the member papers nor have any control over the business of any of the other members. I do not know of the other members having any control over The Prairie Farmer that I work for. I suppose their own management fixes the individual rates of those various papers. That is our case, anyway.

In 1930 the percentage of our business received on Mid-West Unit orders, the lineage was 94,000 lines and that was about 23 or 24 per cent of our total lineage. In fixing the joint rate with other members of the Mid-West Unit,—
150 as previously explained, our competition is chiefly these national papers, so the point we start from is to put our rates down as nearly in line with theirs as we can afford to. I am talking about the competitive Mid-West Unit rate. To get that down as close a basis on circulation, of course, to these nationals, as our costs will allow us to. So that the rate is a compromise between the national rates and our own costs. Then that rate is established under that system by agreement. That is changed frequently. The real occasion for changes has been the addition of papers or the subtraction of papers, due to the fact that we have had changing organizations. Papers come in and go out, and then over the past five years there have been a number of consolidations in the territory, and that causes changes in the rates. Then the normal change in circulation sometimes causes changes in rates.

The Mid-West Unit has an office in Chicago—employs solicitors to get advertising. The only advertisers who are available for Unit business are the relatively large advertisers who are not in a position to do business over the entire territory.

I have been at all the meetings of the Mid-West Unit and the Indiana Farmer's Guide has never been discussed in our meetings. These rates have not been established with any purpose of competing with or injuring in any way the Indiana Farmer's Guide.

S. R. McKelvie, one of the directors of the Mid-West Unit, was at one time Governor of Nebraska, and later a member of the Farm Board. John Wallace that was a director is an Uncle to the present Secretary of Agriculture.

The solicitation by the Mid-West Unit is of advertisers whose appropriations cover a number of states and a large circulation. It is the kind of competition that has always existed and we believed through the Mid-West Unit we found

a means to meet it more efficiently and so help keep all farm state papers alive.

The sum of the individual rates of the Mid-West Unit
151 members for 1931 was $7.25 per line. If placed with the Mid-West Unit for all papers it would be $7.00—twenty-five cents a line less if you would place it with the Mid-West and go in the same publications as though attended to separately; that is, on a line basis. The discounts on pages, where there were full pages, were somewhat larger on that, because it is more economical to handle. Giving it to the Mid-West, the individual defendants would have no expense except that proportionate part of the expenses—the expense of securing advertising was less. We gained two ways.

In our own case, I think the existence of the Chicago and New York offices of the Mid-West Unit save us over our contribution to those offices perhaps twenty-five or thirty thousand dollars a year. That would be probably about ten or fifteen cents a line, in the case of our own paper.

There is such a thing in the publishing business as the Ralston coloring insert. Fred H. Ralston, shortly after the close of the War, came to a number of farm papers and offered to furnish them a colored insert to be bound into the center of their papers, an advertising insert, printing of high quality—much better than that going out on our regular press, and in regular colors—two to four colors, the object of that being to offer the advertisers a high quality of colored advertising that none of the papers individually at that time were prepared to furnish. Mr. Ralston made individual contracts with a considerable number of publishers. I think at one time he had fourteen on that list, and then he sold the business, printed the inserts and furnished them to these papers and they were bound in as Ralston colored inserts. That was sold at a premium around all the way from twenty-five to fifty per cent above the combined advertising rates of the papers. The difference was to pay for this extra quality. The securing of this specialized form of advertising to put in farm papers was controlled by contract with Ralston.

152 Taking Exhibit 15, I can tell which of those advertisements were colored inserts. This exhibit relates to the year 1930. In the year 1930, all of the Unit papers had a colored contract with Mr. Ralston. The Mid-West Unit had no connection with him. That colored insert in 1930 was not carried by the Indiana Farmer's Guide.

The second heading on Exhibit 15 reads: "Total lineage

of all accounts; on each of the Mid-West Unit group, which lineage was carried in the Indiana Farmer's Guide either in the years '28 or '29, but was omitted from the Indiana Farmer's Guide in the year 1930." That list first has a line by advertisers and with the lineage in each paper. In the list, No. 8, is Hood Rubber Products Company, Incorporated. That lineage account for the Mid-West Unit papers in the exhibit varies from 2856 to 3024, according to the different papers. Out of that lineage 2184 wyas Ralston colored insert advertising. No. 10 is the Quaker Oats Company, and that lineage varies from 728 to 6764 lines. Of that 728 lines was Ralston colored insert. No. 11 is R. C. Victor Company, Incorporated. That lineage varies from 4768 to 5048, and out of that 2912 was Ralston colored insert advertising. No. 12, Reynolds Tobacco Company—that lineage varies from 3640 to 3920, and 3640 lines of that was Ralston colored insert advertising. No. 13 is the Remington Arms Company. That lineage varies from 3640 to 3920—3640 was colored insert advertising. I might say that in the case of the Reynolds Tobacco Company and Remington Arms, that was all Ralston colored insert advertising. The fact that some have been listed here as 3920 and others 3640—that is simply due to the fact that some of these papers are an inch longer than others, while the colored insert pages were the same size and the advertising record came in at its regular lineage size of the page.

Number 17 in this list is the General Electric Company. The lineage varied in the papers from 2912 to 3136, and of that 2912 lines were Ralston insert advertising. So that for the year 1930, this compilation of business showed the 153 Indiana Farmers' Guide had carried in '28 or '29 but didn't carry in the year 1930—that total volume varied in the Mid-West Unit papers from 22,936 lines to 32,194 lines, and of that, 16,096 lines were Ralston colored insert advertising and much of the other was in Mid-West Unit advertising.

Cross-Examination (C. V. Gregory).

I have been an officer of the Prairie Farmer since 1917. I got on the Board of Directors very shortly after I went with the company in 1911 and have been continuously on the Board of Directors from that time until this. During the whole of that period of time I have attended all of the meetings of the Board of Directors. If I have missed any, I have read the

minutes of them and am familiar with them. In all of those meetings I have never heard at any time any discussion among the members of the Board of Directors regarding the competition or the situation between the Prairie Farmer and the Indiana Farmer's Guide. I don't recall any discussion of that subject at directors' meetings.

Q. I hand you a little document that is labeled, in printing, on the title page "Prairie Farmer, Chicago". Is that a document that was put out by the Prairie Farmer?

A. Well, I would not want to say just from the cover. That looks like our—

Q. Well, examine the whole document and see if it was, or any portion of it you wish to examine.

A. I should say that that was put out by us, yes.

Q. When was that put out?

A. The latest date I see here, on this record here, is 1931. I judge that probably was the year.

154 I cannot answer definitely among whom that was distributed. I judge that it is one of our documents for distribution to advertisers and other local dealers.

Q. I call your attention to page 22, Mr. Gregory—which is numbered in this case as Exhibit No. 13—in which you have a computation of the "Cost of covering Indiana with the Prairie Farmer, (Ind. Ed) instead of Farmer's Guide when the Mid-West Unit is used to cover the eight states of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska and Iowa", was not that discussed in your Board of Directors'—

A. We didn't discuss matters of that kind in the Board of Directors' meetings. Our meetings of the Board of Directors are simply to discuss the matters necessary to come before the Board.

Q. Did you put out documents of this kind, that go out to advertisers generally, without bringing them before your Board of Directors?

A. Oh, yes, sir. We never do bring them before a formal meeting of the Board.

Q. Then following the paragraph which I read is a detail of the rates, including The Farmer, two editions, Nebraska Farmer, Wallaces' Farmer, Wisconsin Agriculturist, Prairie Farmer, Illinois Edition, and Indiana Farmer's Guide—do you find that—have I read that correctly from the exhibit there?

A. That is correct.

Q. And then below that computation is a note "Substitute Prairie Farmer for Indiana and save 75c per line, $213.80 per column, $427.60 for two columns and $1081.20 for a page". Is that correct?

A. That is correct.

Q. Now was that discussed in your meetings of the Board of Directors?

A. No, sir.

155 Q. Well, was it discussed among the directors and officers of the company outside of meetings?

A. Quite likely it was. I was not in any such discussion. Our Advertising Department no doubt discussed it.

Referring to the Standard Farm Papers organization, that was an organization back in 1908. The Prairie Farmer became identified with it, I think about 1912 or '13. Not all of the other defendants were then identified with it. The Mid-West Unit, Incorporated, came into existence in 1930 or 1931. It came into existence as an unincorporated entity in '27 or '28. My best knowledge is that it started in January, 1928. That was not an incorporated group, just a division within the Standard Farm Papers. It also included some papers outside the group. The publishing company defendants in this case, some were not in existence. For instance, the Wallaces' Farmer and Iowa Homestead have been consolidated and a new corporation formed since that time, and the same with The Farmer and Farm, Stock and Home. At the time you speak of, the Wallaces' Farmer was a member and the Iowa Homestead was not. Since that time the two have been consolidated. The Kansas Farmer was outside. The Nebraska Farmer was a member of the Mid-West Unit—and the Prairie Farmer was a member of the Mid-West Unit, and the Wisconsin Agriculturist and the paper referred to as The Farmer; also some other papers.

As early as January of 1928, the organizations named were associated together in what was called the Mid-West Unit of the Standard Farm Papers, but whether you could call them members or not, when it was not incorporated, I do not know. The only concerted action was in making a discount where all these papers included in the Mid-West Unit were used. That was the concerted action. Any other action they took

156 was as Standard Farm Papers and not as the Mid-West Unit. Then later, in 1931, the Mid-West Unit was incorporated and certain of the constituent members of the unincorporated Mid-West Unit were dropped out at the time of the incorporation or prior thereto. At the time the Mid-West

Unit incorporated, it was organized by the selection of at least one officer from each of the five publishing company defendants in this case.

Referring to the question of classification of publications for advertising business, there is some advertising carried in state farm papers that would not be justified in using a national paper, but any advertising carried in national papers is a prospect for our papers.

We have rather well marked agricultural sections in which certain classes of advertising is peculiarly in demand. For instance, we have a section they call the corn belt section. The advertising that would be peculiarly adapted to what we refer to as the corn belt would not be desirable advertising for all of the national papers. There are two of those so-called nationals which have the bulk of their circulation in the corn belt, and they do compete pretty strongly for the kind of advertisement we are speaking of. In the corn belt I would include from Ohio to Nebraska and Kentucky up to the Canadian border. It is not just what the census classifies as central. Those states I outlined are where most of the corn is produced. There are other sections that are more peculiarly adapted to other classes of advertising. There is a cotton belt group. This middle western corn belt territory and the cotton belt are the two distinct types. There is the dairy industry, of course, that is rather definite, but not geographically. That is scattered all over the country.

Redirect Examination (C. V. Gregory).

In rates that are made by the Mid-West Unit they have
157 to use all of them together to get the discount rate. For instance, the Standard Oil Company of Indiana has never been using the Mid-West rate, because they have no distribution in Nebraska. They have to include the Indiana division of the paper in order to get the rate. Both the Indiana and Illinois division of the Prairie Farmer. They have also to include Nebraska, Wisconsin and Minnesota. All papers. If they leave out any one, the discount is not given. That is the plan on which the Standard Farm Papers ran for twenty-five years.

We never conspired or combined or connived together to monopolize any part of the advertising field in the territory of Indiana or any other territory.

This statement admitted over an objection on the ground that it called for a conclusion.

REBUTTAL.

HARRY BOGGS, being called on rebuttal, further testified as follows:

I have made an audit of the books and records of the Indiana Farmer's Guide Publishing Company for a period of time including the years 1928, 1929, 1930, 1931 and 1932, inclusive, and I ascertained the volume of business delivered in dollars and lineage for display advertising, as distinguished from classified, in each of the years mentioned. I have computed the percentage of decline on the total display advertising from the end of the year 1928 to 1932. I have computed the total decline on all advertising from 1928 to 1931.

158 Q. And what is that percentage?

A. The total decrease on all advertising—total lines, including display and classified in 1933, under 1929, was 79 per cent.

Q. That was '28 to '32?

A. That is decrease of the advertising in '32 under '29.

In response to a series of questions, it developed that the computation made by the witness was based upon the fiscal years of the plaintiff corporation and for the period ending March 31st, 1933, instead of the calendar years, following which:

Counsel for Defendants: We move to strike out the answer of the witness because it is clearly not rebuttal.

The Court: I think it is not rebuttal.

To this ruling an exception was reserved.

The plaintiff thereupon rested, and this was all the evidence given in the cause.

159 Whereupon the defendants, at the close of all of the evidence, moved the court to direct a verdict for the defendants, which motion was in writing, and omitting title and other formal parts was as follows:

"The defendants in the above entitled cause at the close of all of the evidence and before the commencement of the argument of counsel to the jury, each, separately, by their attorneys, move the court to instruct the jury to return a verdict for the defendants, severally, and the defendants, severally, move the court to give to the jury instruction No. 1, filed herewith."

Which motion for an instructed verdict the court sustained, to which ruling of the court the plaintiff asked for and was

given an exception. The court thereupon orally instructed the jury as follows:

"Gentlemen of the jury, in this case, which is, as I stated to you when you were accepted as jurors, is based on a complaint on the part of the plaintiff, wherein it is seeking to recover damages from these defendants by reason of the alleged violation of the Sherman Anti-Trust law—the first section of which provides that it is a violation of the law for one to form a conspiracy or combination with another in restraint of trade between the states; and the second section relates to the formation of a monopoly, for the purpose of interfering with commerce between different states, or different countries.

"There has been, in my opinion, a failure on the part of the plaintiff in this case to show that there has been any restraint of trade as between the different states, so far as the evidence in this case shows.

"That being true, this court would not have jurisdiction to entertain the case, at all, and your finding, under that state of facts, should be for the defendants.

To which instruction the plaintiff at the time asked for and was given an exception. The jury thereupon in open court returned its verdict for the defendants, as appears elsewhere in the record.

160 IN THE DISTRICT COURT OF THE UNITED STATES

For the District of Southern Indiana,

Indianapolis Division.

The Indiana Farmer's Guide Publishing Company, *Complainant,*	No. 9479
vs.	At Law.
The Prairie Farmer Publishing Company, *et al.,* *Defendants.*	

COURT'S CERTIFICATE.

I, Robert C. Baltzell, Judge of the District Court of the United States for the District of Southern Indiana, do hereby certify that the foregoing is a true and accurate condensed statement of all the evidence, offers of counsel, objections

thereto and rulings of the court thereon, with the motion of the defendants for an instructed verdict at the close of the evidence, ruling thereon and exception thereto, and the instruction by the court for the jury to return a verdict for the defendants and exception thereto, in the above entitled case, all of which is so certified and ordered to be filed and to become a part of the record for use on appeal in said cause, this 15" day of August, 1933.

ROBERT C. BALTZELL,
Trial Judge.

34 And afterwards to wit: at the May Term of said Court, on the 15th day of August, 1933, before the Honorable Robert C. Baltzell, Judge of said Court, the following further proceedings were had herein, to wit:

Comes now the plaintiff by its attorneys, and files petition for appeal, and also files assignment of errors, which are respectively as follows:

35 * * (Caption) * *

To the Honorable Robert C. Baltzell, District Judge:

The above named plaintiff, feeling aggrieved by the judgment rendered and entered in the above entitled cause on the first day of June, 1933, does hereby appeal from said judgment to the United States Circuit Court of Appeals for the Seventh Circuit, for the reasons set forth in the assignment of errors filed herewith, and it prays that its appeal be allowed and that citation be issued as provided by law, and that a transcript of the record proceedings and documents upon which said judgment was based, duly authenticated, be sent to the United States Circuit Court of Appeals for the Seventh Circuit, under the rules of such court in such cases made and provided. And your petitioner further prays that all further proper orders relating to the appeal herein prayed for be made and entered.

U. S. LESH for
LESH & LESH,
Indianapolis, Ind.
EBEN LESH for
LESH & LESH,
Huntington, Ind.
Attorneys for Complainant.

36 * * (Caption) * *

ASSIGNMENT OF ERRORS.

Comes now the plaintiff in the above entitled cause and files the following assignment of errors upon which it will rely in its prosecution of the appeal in said cause from the judgment and decree made and rendered by the Honorable Court on the first day of June, 1933:

I.

The Court erred in overruling the plaintiff's objection to the admission in evidence of Defendants' Exhibits Nos. 29, 30 and 31, these exhibits being a compilation of the circulations of various publications throughout the United States, as compiled by Standard Rate and Data Service and published in its November issue for 1931; the ground of the objection being that said evidence was irrelevant to any of the issues in the cause and included publications which are in no way involved in this case and over territory that is not embraced within the territory in which the publications involved in this case gen-
erally circulate, and included publications not purporting
37 to be in the general field of the farm industry, but merely
subsidiary branches. But the Court overruled said objection and granted an exception, all as more fully appears in the bill of exceptions.

II.

The Court erred in permitting the witness Gregory to testify, over the objection and exception of the plaintiff, to the effect that the defendants found it necessary to enter into the combination rates of which complaint was made, in order to meet the competition of the national farm papers, this testimony having been admitted upon the theory that it bore upon the question of moive as to whether or not a conspiracy had been entered into.

III.

The Court erred in admitting in evidence over the objections and exceptions of the plaintiff, Defendants' Exhibit No. 41, said exhibit being a compilation showing the advertising

lineage in the various farm papers from 1928 to 1932, inclusive.

IV.

The Court erred in excluding the offered evidence by Harry Boggs, when called as a witness on rebuttal, showing a computation made by him of the advertising lineage carried by the plaintiff during its fiscal years beginning with March, 1928, and extending to March, 1933, in comparison with the advertising carried by the defendants during the same period, said evidence having been excluded on the ground that the computation was not based upon the calendar years covered by the testimony of the defendants instead of the fiscal years for which the plaintiff made up its records.

V.

The Court erred in sustaining the defendants' motion for an order directing the jury to return a verdict for the de-
38 fendants, to which ruling the plaintiff at the time excepted, as elsewhere appears of record.

VI.

The Court erred in instructing the jury, at the close of the evidence, as follows:

"Gentlemen of the Jury, in this case which is as I stated to you when you were accepted as jurors, is based on a complaint on the part of the plaintiff, wherein it is seeking to recover damages from these defendants by reason of the alleged violation of the Sherman Anti-Trust law—the first section of which provides that it is a violation of the law for one to form a conspiracy or combination with another in restraint of trade between the states; and the second section relates to the formation of a monopoly, for the purpose of interfering with commerce between different states, or different countries.

"There has been, in my opinion, a failure on part of the plaintiff in this case to show that there has been any restraint of trade as between the different states, so far as the evidence in this case shows.

"That being true, this court would not have jurisdiction to

entertain the case, at all, and your finding, under that state of facts, should be for the defendant."

To which instruction the plaintiff at the time asked for and was given an exception.

VII.

The Court erred in instructing the jury to return a verdict for the defendants at the conclusion of the evidence in said case.

Wherefore, the appellant prays the United States Circuit Court of Appeals for the Seventh Circuit, for an order
39 that the judgment of the court below be reversed, and that said District Court of the United States for the District of Southern Indiana, be required to enter an order reversing its decision in said cause, and granting a new trial thereof, and such other relief as may be found proper.

U. S. LESH,
U. S. Lesh for
LESH AND LESH,
Indianapolis, Ind.
EBEN LESH for
LESH AND LESH,
Huntington, Ind.
Attorneys for Complainant.

40 Entry for August 15, 1933, Continued.

Entered Aug. 15, 1933.

And thereupon it is ordered that the prayer of said petition for appeal be, and the same is hereby allowed, upon the filing of an appeal bond in the sum of Five Hundred ($500.00) Dollars with good and sufficient surety thereon, to be approved by the Court.

And the plaintiff now files its appeal bond in the sum of Five Hundred ($500.00) Dollars with the National Casualty Company as surety thereon, which bond is approved by the Court and is as follows:

41 * * (Caption) * *

APPEAL BOND.

Know All Men By These Presents, that we, The Indiana Farmer's Guide Publishing Company, as principal, and National Casualty Company as surety, are held and firmly bound unto The Prairie Farmer Publishing Company, Wallace Publishing Company, The Wisconsin Farmer Company, The McKelvie Publishing Company, Webb Publishing Company, Midwest Farm Paper Unit, Inc., defendants and appellees, in the sum of Five Hundred ($500.00) Dollars, to be paid to them, for the payment of which well and truly to be made we bind ourselves and our successors, jointly and severally, firmly by these presents.

42 Sealed with our seals and dated the 11 day of August, A. D. 1933.

The condition of the above obligation is such that whereas the above bounden The Indiana Farmer's Guide Publishing Company has prosecuted an appeal to the United States Circuit Court of Appeals for the Seventh Circuit to reverse the order and judgment rendered in the above entitled suit by the Honorable Robert C. Baltzell, Judge of the District Court of the United States for the District of Southern Indiana:

Now, Therefore, if the above bounden The Indiana Farmer's Guide Publishing Company shall prosecute said appeal to effect and pay all costs, if it fails to make good its plea, then this obligation shall be void, otherwise the same shall be and remain in full force and virtue.

THE INDIANA FARMER'S GUIDE PUBLISHING COMPANY. (Seal)
By FRANK MARTIN JR.
NATIONAL CASUALTY COMPANY (Seal)
By EBEN LESH,
Agt.

Taken and approved at the time of allowance of appeal.

ROBERT C. BALTZELL,
Judge, District Court of the United States.

161 Entry for August 15, 1933 Continued. Filed Aug. 1933.

And the plaintiff also files praecipe for transcript, which praecipe is as follows:

162 * * (Caption) * *

PRAECIPE FOR TRANSCRIPT.

The complainant in the above entitled cause respectfully requests the Clerk of the court to prepare and certify, for the use of the plaintiff on the appeal to the United States Circuit Court of Appeals for the Seventh Circuit, a transcript of the record and proceedings in said cause, including therein the following papers, entries and proceedings, to-wit: The original complaint, exclusive of the second count or paragraph, which was dismissed; the answers of each of the several defendants; the supplemental complaint; the motion for a directed verdict as filed at the conclusion of the evidence; the verdict; judgment thereon; the petition for an appeal; the assignment of errors; the original bill of exceptions, and the certificate of the evidence by the court; and all record entries relating to said proceedings, including the entries showing the filing of the original complaint; the dismissal of the second count or paragraph; the filing of all answers; the filing of the supplemental complaint; the entries showing the submission and proceedings relating to the trial and the aforesaid motion for an instructed verdict; the return of the verdict; the judgment thereon; the petition for appeal; the assignment of errors; the bill of exceptions and all other entries in said cause.

U. S. LESH,
LESH AND LESH,
Indianapolis,
EBEN LESH for
LESH AND LESH,
Huntington,
Attorneys for Plaintiff.

163 United States of America
Southern District of Indiana } ss:
Indianapolis Division

I, Albert C. Sogemeier, Clerk of the United States District Court in and for the Southern District of Indiana, do hereby certify that the above and foregoing is a true and full transcript of the record and proceedings in the cause of The Indiana Farmer's Guide Publishing Company v. The Prairie Farmer Publishing Co., et al., No. 9497 at Law, according to the praecipe filed August 15, 1933, now remaining among the records of said Court in my office.

I further certify that the original Bill of Exceptions and the original Citation have been incorporated into said transcript.

In Testimony Whereof, I have hereunto subscribed my name and affixed the seal of the aforesaid Court at Indianapolis, this 26th day of August, 1933.

ALBERT C. SOGEMEIER,
(Seal) *Clerk, United States District Court.*
Southern District of Indiana.

43 Entry for August 15, 1933, Continued.

And the plaintiff also files citation, which citation is as follows:

44 CITATION.

Filed Aug 15 1933 Albert C. Sogemeier, Clerk.

UNITED STATES OF AMERICA

To The Prairie Farmer Publishing Company, Wallace Publishing Company, The Wisconsin Farmer Company, The McKelvie Publishing Company, Webb Publishing Company, Midwest Farm Paper Unit, Inc., Greeting:

You are hereby cited and admonished to be and appear at a United States Circuit Court of Appeals for the Seventh Circuit, to be holden at Chicago thirty days after the date hereof, pursuant to an appeal which has been allowed by the District Court of the United States for the Southern District

of Indiana, from its final judgment in a suit wherein The Indiana Farmer's Guide Publishing Company is Appellant, and you are Appellees, to show cause, if any there be, why the judgment rendered against the said Appellant as in the said appeal, should not be corrected, and why speedy justice should not be done to the parties in that behalf.

Witness The Honorable Robert C. Baltzell, Judge of the District Court of the United States for the Southern District of Indiana, this 15th day of August, 1933.

ROBERT C. BALTZELL,
Judge.

The Prairie Farmer Publishing Company, Wallace Publishing Company, The Wisconsin Farmer Company, The McKelvie Publishing Company, Webb Publishing Company, Midwest Farm Paper Unit, Inc., hereby acknowledge service of the above and foregoing citation by having severally received a true copy thereof this 15th day of August, 1933. through their attorneys of record at Indianapolis, in said District.

SLAYMAKER, MERRELL & LOCKE,
By BURKE E. SLAYMAKER,
Attorneys for Above Named Defendants and Appellees.

UNITED STATES CIRCUIT COURT OF APPEALS

For the Seventh Circuit.

I, Frederick G. Campbell, Clerk of the United States Circuit Court of Appeals for the Seventh Circuit, do hereby certify that the foregoing printed pages, numbered from 1 to 147, inclusive, contain a true copy of the printed record, printed under my supervision and filed on the twenty-sixth day of September, 1933, on which the following entitled cause was heard and determined:

The Indiana Farmer's Guide Publishing Company,
Appellant,

vs.

The Prairie Farmer Publishing Company, *et al.*,
Appellees,

No. 5065, October Term, 1933, as the same remains upon the files and records of the United States Circuit Court of Appeals for the Seventh Circuit.

In Testimony Whereof I hereunto subscribe my name and affix the seal of said United States Circuit Court of Appeals for the Seventh Circuit, at the City of Chicago, this 19th day of April, A. D. 1934.

FREDERICK G. CAMPBELL,
Clerk of the United States Circuit Court of Appeals for the Seventh Circuit.

(Seal)

At a regular term of the United States Circuit Court of Appeals for the Seventh Circuit begun and held in the United States Court Room in the City of Chicago in said Seventh Circuit, on the fourth day of October, 1932, of the October Term in the year of our Lord one thousand nine hundred and thirty-two, and of our Independence the one hundred and fifty-seventh.

The Indiana Farmer's Guide Publishing Co.
5065 *vs.*
The Prairie Farmer Publishing Co., Wallace Publishing Co., The Wisconsin Farmer Co., The McKelvie Publishing Company, Webb Publishing Co., Midwest Farm Paper Unit, Inc.

Appeal from the District Court of the United States for the Southern District of Indiana, Indianapolis Division.

And afterwards, to-wit: On the sixth day of September, 1933, there was filed in the Office of the Clerk of this Court, an appearance of counsel for appellant, which said appearance is in the words and figures following, to-wit:

UNITED STATES CIRCUIT COURT OF APPEALS

For the Seventh Circuit.

No. 5065. October Term, 1932.

Indiana Farmer's Guide Publishing Company

vs.

Prairie Farmer Publishing Company, *et al.*

The Clerk will enter our appearance as counsel for appellant.

U. S. LESH,
JAMES E. LESH,
Indianapolis, Indiana.
EBEN LESH,
JOSEPH LESH,
Huntington, Indiana.

Endorsed: Filed September 6, 1933. Frederick G. Campbell, Clerk.

And afterwards, to-wit: On the eighteenth day of September, 1933, there was filed in the Office of the Clerk of this Court, an Appearance of counsel for appellee, which said appearance is in the words and figures following, to-wit:

UNITED STATES CIRCUIT COURT OF APPEALS

For the Seventh Circuit.

No. 5065. October Term, 1932.

Indiana Farmer's Guide Publishing Company

vs.

Prairie Farmer Publishing Company, *et al.*

The Clerk will enter our appearance as counsel for Appellee.

MAXWELL V. BEGHTAL,
Lincoln, Neb.
THOMAS E. MURPHY,
Chicago, Ill.
BURKE G. SLAYMAKER,
Indianapolis, Ind.
CLARENCE F. MERRILL,
Indianapolis, Ind.

Endorsed: Filed September eighteenth, 1933. Frederick G. Campbell, Clerk.

At a regular term of the United States Circuit Court of Appeals for the Seventh Circuit begun and held in the United States Court Room in the City of Chicago in said Seventh Circuit on the third day of October, 1933, of the October Term, in the year of our Lord one thousand nine hundred and thirty-three, and of our Independence the one hundred and fifty-eighth.

And afterwards, to-wit: On the ninth day of January, 1934, the following further proceedings were had and entered of record, to-wit:

Tuesday, January 9, 1934.

Court met pursuant to adjournment and was opened by proclamation.

Before:

Hon. Samuel Alschuler, Circuit Judge.
Hon. Evan A. Evans, Circuit Judge.
Hon. William M. Sparks, Circuit Judge.

Indiana Farmer's Guide Publishing Co.
5065 *vs.*
Prairie Farmer Publishing Company, *et al.*

Appeal from the District Court of the United States for the Southern District of Indiana, Indianapolis Division.

It is ordered by the Court that this cause be, and the same is hereby set down for hearing on February 16, 1934.

And afterwards, to-wit: On the sixteenth day of February, 1934, the following further proceedings were had and entered of record, to-wit:

Friday, February 16, 1934.

Court met pursuant to adjournment and was opened by proclamation.

Before:

Hon. Samuel Alschuler, Circuit Judge.
Hon. Evan A. Evans, Circuit Judge.
Hon. Louis FitzHenry, Circuit Judge.

Indiana Farmer's Guide Publishing Co.
5065 *vs.*
Prairie Farmer Publishing Company, *et al.*

Appeal from the District Court of the United States for the Southern District of Indiana, Indianapolis Division.

Now this day come the parties by their counsel and this cause now comes on to be heard on the printed record and briefs of counsel and on oral arguments by Mr. Eben Lesh and Mr. U. S. Lesh, Counsel for Appellant, and Mr. Burke G. Slaymaker, Counsel for Appellee, and the Court having heard the same takes this matter under advisement.

And afterwards, to-wit: On the thirtieth day of March, 1934, there was filed in the office of the Clerk of this Court, the Opinion of the Court, which said Opinion is in the words and figures following, to-wit:

IN THE UNITED STATES CIRCUIT COURT OF APPEALS

For the Seventh Circuit.

No. 5065. October Term, 1933, January Session, 1934.

THE INDIANA FARMER'S GUIDE PUBLISHING COMPANY,
Appellant,

vs.

THE PRAIRIE FARMER PUBLISHING COMPANY, WALLACE PUBLISHING COMPANY, THE WISCONSIN FARMER COMPANY, THE McKELVIE PUBLISHING COMPANY, WEBB PUBLISHING COMPANY, MIDWEST FARM PAPER UNIT, INC.,
Appellees.

Appeal from the District Court of the United States for the Southern District of Indiana, Indianapolis Division.

March 30, 1934.

Before ALSCHULER, EVANS, and FITZHENRY, *Circuit Judges.*

EVANS, *Circuit Judge.* Appellant brought this action to recover damages resulting from appellees' alleged illegal agreements or combinations which, it is asserted, violated sections 1, 2, and 7 of the Sherman Anti-Trust Act (15 U. S. C. A. Secs. 1, 2, 15). Treble damages were sought as allowed by said section 7.

Appellees defended on several grounds, the two principally relied on being: (a) No interstate commerce was involved in the alleged illegal combinations which dealt with the subject of magazine advertising. *Blumenstock* v. *Curtis Brothers Publishing Co.*, 252 U. S. 436, 438. (b) The agreement which appellees executed did not create a monopoly nor did it have

the effect of unlawfully restraining interstate commerce in the manner condemned by the act. *Appalachian Coals Inc.* v. *U. S.*, 288 U. S. 343; *Standard Oil Company* v. *U. S.*, 283 U. S. 163.

The court directed a verdict in favor of appellees.

Sections 1 and 2 of the act read as follows:

> Section 1. "Every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce among the several States, or with foreign nations, is declared to be illegal. Every person who shall make any such contract or engage in any such combination or conspiracy, shall be deemed guilty of a misdemeanor. * * *"
>
> Section 2. "Every person who shall monopolize, or attempt to monopolize, or combine or conspire with any other person or persons, to monopolize any part of the trade or commerce among the several States, or with foreign nations, shall be deemed guilty of a misdemeanor, * * *."

In view of our acceptance of appellees' second contention, the statement of facts will be directed to the issue thus presented.

The facts: Appellant is an Indiana corporation engaged in publishing a farm paper or magazine which circulates in Indiana and other states in the Middle West and has its plant and principal place of business in Huntington, Indiana. It has for years transacted a large and successful business, being the leading farm magazine published in Indiana.

Appellees, with the exception of the Midwest Farm Paper Unit, are corporations organized in states other than Indiana. They were all engaged in publishing farm magazines. They published them as follows: The Prairie Farmer, two magazines, one in Illinois and one in Indiana; Wallace Publishing Company, one farm magazine in Iowa; the Wisconsin Farmer Company, one magazine in Wisconsin; The McKelvie Publishing Company, one magazine in Nebraska; The Webb Publishing Company, two editions of a magazine, one edition circulating in Minnesota and the other in the Dakotas.

The Midwest Unit is a corporation which was organized in 1931, to succeed a copartnership which was formed in 1928. Its directors and officers were composed of representatives of the five last-named publishing companies.

Appellant averred and proved that advertising is essential to the successful conduct of a farm magazine, and is its life

blood. There are two kinds of advertising, commercial and classified. The latter is in small type under classified headings, and the former is in display type. The revenue derived from the former far exceeds that obtained from classified advertising. Appellant's grievance is directed largely to the commercial advertising.

Midwest Farm Paper Unit was the representative or agent of the other appellees, and its business was the solicitation of joint advertising for said magazines. The complaint alleged that appellees who joined in forming said Midwest Farm Paper Unit

> "entered into a contract, combination and conspiracy for the purpose of obtaining a monopoly of the farm paper business, including the publication, circulation, and distribution of printed matters and of advertisements of peculiar interest to farmers within the territory covered by the aforesaid publications; that in furtherance of this combination and conspiracy, they conceived a plan and design calculated to break down and destroy competition with other farm publications within said territory; that in order to effectuate that purpose they agreed upon a combination schedule of advertising rates for their combined publications, including the Indiana Edition of The Prairie Farmer and the Dakota Edition of The Farmer and Farm, Stock and Home, materially below the combined rates for the separate publications; that it was a part of said contract, combination and conspiracy that no other publisher of any farm journal circulating within said territory should be allowed to join with them in carrying any of the advertising business on equally favorable terms as fixed in the combination schedules, nor should any advertiser be allowed relatively reduced rates for the combination publications exclusive of the Indiana Edition of The Prairie Farmer or the Dakota Edition of The Farmer and Farm, Stock and Home."

The practice followed by appellees was to offer to the large advertisers space in all magazines for a sum less than would be charged for space in only five such magazines if advertising were placed in each separately.

Appellant offered exhibits showing full page advertisements carried by Midwest Farm Paper Unit in each of appellees' magazines, which showed that advertisers who carried full page advertisements in all the magazines published by the five appellees paid less by about $1,000 than when like

advertisement was contracted separately with each publishing company. They further advertised that if Prairie Farmer (Indiana edition) were substituted for advertisement in appellant's magazine and the joint rate for all magazines of all five appellees taken, the saving would be $1081.20 an issue.

Appellant also showed that because of such competition it lost some of its advertisers and, upon a theory explained by its accountant (not material here), it was damaged to the amount of $145,000.

To support their contention that no monopoly was created and no unlawful restrictions placed upon free competition of magazines for advertising of the larger advertisers, charts and statistics appear which showed the size, growth, and trend of farm magazines and the amount of advertising, etc., during the years 1928 to 1932. Briefly, such figures disclosed: From 1928 to 1932, inclusive, there were approximately 300 different weekly magazines published in the United States, devoted chiefly to agriculture and the interest of the farmer, and whose subscribers were for the most part, farmers or city agriculturists who owned farms. The total number of all such magazines circulated in Indiana was 669,989. There were 181,575 farms in Indiana, as shown by the United States 1930 census. In other words, there were published and circulated more than three farm magazines to each farm in Indiana. Farm magazines are divided into two classes: national and state. The national farm magazines have a national circulation. These national magazines had a circulation in Indiana of 365,274 or two national magazines to each farm. Appellant's circulation in 1928 was 160,000. It remained the same in 1929, 1930, and 1931. In 1932, it was 165,000.

In 1928, the percentage of appellees' magazines of all farm journal advertising was 14.96 per cent. In 1929, it was 15.61 per cent.; in 1930, 17.79 per cent.; in 1931, 18.15 per cent.; and in 1932, 17.52 per cent.

The 1928-1932 depression was so severe that the total advertising in farm periodicals decreased from twenty million lines to eight million lines.

From 1928 to 1932, appellant lost 71 per cent. of its business; the Nebraska Farmer lost 70 per cent; the Prairie Farmer lost 66 per cent.; Wallace's Farmer lost 59 per cent.; and the Wisconsin Agriculturalist lost 57 per cent.

The number of farm magazines published in the various

states was given as follows: Wisconsin, nine; Nebraska, three; Minnesota, eight; Illinois, thirty; Indiana, ten; Iowa, eighteen; North Dakota, one; and South Dakota, one.

Farm magazines (state as well as national) find competitors for advertisements in the radio, mails, billboards, general magazines, farm organization papers, and country newspapers.

Appellees contended that they united only to more successfully compete with the so-called national farm magazines. The advertisers were attracted by the combined circulation for they thereby enjoyed certain economies such as the avoidance of duplicates in electro-types, etc.

In disposing of the appeal we have accepted appellant's assertion that it lost some commercial advertisers due to the combination rate of appellees. We are, however, not satisfied that appellant has established a fact which rested upon it to prove; viz., that through this combination there was effected such a restraint of interstate commerce as would materially affect the entire farm journal advertising business.

Such is the requirement laid down in *Standard Oil Company* v. *United States,* 283 U. S. 163. The facts in that case indicated a much greater control of the gasoline production industry than is present in the case before us. In that case there was evidence showing that the contract was constantly increasing the control of the companies that monopolized the cracking processes in the oil industry. Not only had there been a steady increase in the amount of oil produced by this process, but the contract which was sought to be restrained, and which it was alleged had a strong tendency to stifle competition, had twenty-five years yet to run. The court held there was, nevertheless, no restraint of competition such as violated sections 1 or 2 of the Anti-Trust Act. Likewise, it seems the facts in *Appalachian Coals Inc.* v. *United States,* 288 U. S. 343, presented a case of much stronger domination by the combinations that had formed than the one before us. We recognize there are essential fact differences which make comparisons of different industries of little value. But we cannot escape the force of appellees' statement—

> "* * If, as held in *Standard Oil* v. *United States,* 283 U. S. 163, the owners of 55 per cent of the gasoline in the United States could not by combination obtain a monopoly in violation of the Sherman Act, and if, as held in *Appalachian Coals* v. *United States,* 288 U. S. 343, the owners of 74 per cent of the coal mined in a certain territory could not obtain a monopoly in violation of the

Sherman Act, then how can it be held that 5 out of approximately 300 newspapers can obtain a monopoly of advertising, and how can it be held that newspapers which do only approximately 15 per cent of the advertising in the farm journal field can obtain a monopoly?''

In the face of these two decisions we agree with Judge Baltzell that a proper case for the application of sections 1, 2, and 7 of the Anti-Trust Act was not established.

The judgment is affirmed.

Endorsed: Filed March 30, 1934. Frederick G. Campbell, Clerk.

And on the same day, to-wit: On the thirtieth day of March, 1934, the following further proceedings were had and entered of record, to-wit:

Friday, March 30, 1934.

Court met pursuant to adjournment and was opened by proclamation.

Before:

Hon. Samuel Alschuler, Circuit Judge.
Hon. Evan A. Evans, Circuit Judge.
Hon. Louis FitzHenry, Circuit Judge.

The Indiana Farmer's Guide Publishing Co.		
5065	*vs.*	
The Prairie Farmer Publishing Co., Wallace Publishing Co., The Wisconsin Farmer Co., The McKelvie Publishing Co., Webb Publishing Co., Midwest Farm Paper Unit, Inc.		Appeal from the District Court of the United States for the Southern District of Indiana, Indianapolis Division.

This cause came on to be heard on the transcript of the record from the District Court of the United States for the Southern District of Indiana, Indianapolis Division, and was argued by counsel.

On Consideration Whereof: It is now here ordered and adjudged by this Court that the judgment of the said District Court in this cause be, and the same is hereby affirmed with costs.

UNITED STATES CIRCUIT COURT OF APPEALS

For the Seventh Circuit.

I, Frederick G. Campbell, Clerk of the United States Circuit Court of Appeals for the Seventh Circuit, do hereby certify that the foregoing printed pages, numbered from 151 to 159, inclusive, contain a true copy of the proceedings had and papers filed (excepting briefs of counsel) in the case of

The Indiana Farmer's Guide Publishing Company,
Appellant,

vs.

The Prairie Farmer Publishing Company, *et al.*,
Appellees,

No. 5065, October Term, 1933, as the same remains upon the files and records of the United States Circuit Court of Appeals for the Seventh Circuit.

In Testimony Whereof I hereunto subscribe my name and affix the seal of said United States Circuit Court of Appeals for the Seventh Circuit, at the City of Chicago, this 19th day of April, A. D. 1934.

FREDERICK G. CAMPBELL,
Clerk of the United States Circuit Court of Appeals for the Seventh Circuit.

(Seal)

[fol. 162] SUPREME COURT OF THE UNITED STATES

ORDER ALLOWING CERTIORARI—Filed October 8, 1934

The petition herein for a writ of certiorari to the United States Circuit Court of Appeals for the Seventh Circuit is granted. And it is further ordered that the duly certified copy of the transcript of the proceedings below which accompanied the petition shall be treated as though filed in response to such writ.